# Alberta Downhill Ski Market Analysis 1983/84

Detailed Tables
Volume 1

AL.2.1991-556

CANADIANA
NOV -4 1991

# ALBERTA DOWNHILL SKI MARKET ANALYSIS

## 1983/84

## VOLUME 1

## Detailed Tables Based on Skier Days

Prepared for:

Travel Alberta

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**DATA ANALYSED BY:**

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Destinations - Rocky Mountain Skiing, Flatland, Out-of-Province Destinations
Trip Timing - Season, Period Skied
Travel Behaviour - Travel Package, Mode(s), Accommodation, Satisfaction, Purpose, Experience
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II: Resident Questionnaire (Year-end version. See Technical Appendix for other versions.)

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```
                                  ORIGIN
                                       *=================================SKIER ORIGIN=================================*
                                                 *.............................RESIDENTS.............................*
                                                  *....... ......... .........  ALBERTA ......... ......... ......... ........*
                                                                                           OTHER      REGI-      HINT-
                                        GRAND      TOTAL     CAL.&     CAL.     EDM.&     EDM. &     MAJOR      ONAL      ERLAND
                                        TOTAL               REG.      METRO     OMC       REGION     CENTRE     MRKT.      MRKT.

** ALBERTA **                  40-9   1578.9    1578.9     679.2     613.3     602.1     477.6     124.6     210.9      86.6
                                        89.5%    100.0%    100.0%    100.0%    100.0%    100.0%    100.0%    100.0%    100.0%
                                       100.0%    100.0%     43.0%     38.8%     38.1%     30.2%      7.9%     13.4%      5.5%

**CALGARY & REGION **                  679.2     679.2     679.2     613.3       -         -         -         -         -
                                        38.5%     43.0%    100.0%    100.0%
                                       100.0%    100.0%    100.0%     90.3%

  CALGARY METRO                76-1    613.3     613.3     613.3     613.3       -         -         -         -         -
                                        34.8%     38.8%     90.3%    100.0%
                                       100.0%    100.0%    100.0%    100.0%

  CALGARY OTHER                76-2     65.9      65.9      65.9       -         -         -         -         -         -
                                         3.7%      4.2%      9.7%
                                       100.0%    100.0%    100.0%

** HINTERLAND **                        86.6      86.6       -         -         -         -         -         -        86.6
                                         4.9%      5.5%                                                                 100.0%
                                       100.0%    100.0%                                                                 100.0%

  HINTERLAND NORTH             76-3     36.0      36.0       -         -         -         -         -         -        36.0
                                         2.0%      2.3%                                                                  41.5%
                                       100.0%    100.0%                                                                 100.0%

  HINTERLAND SOUTH EAST        76-4     50.6      50.6       -         -         -         -         -         -        50.6
                                         2.9%      3.2%                                                                  58.5%
                                       100.0%    100.0%                                                                 100.0%

**EDMONTON & OTHER                     602.1     602.1       -         -       602.1     477.6     124.6       -         -
  CENTRES **                            34.1%     38.1%                        100.0%    100.0%    100.0%
                                       100.0%    100.0%                        100.0%     79.3%     20.7%

  EDMONTON METRO               76-5    365.4     365.4       -         -       365.4     365.4       -         -         -
                                        20.7%     23.1%                         60.7%     76.5%
                                       100.0%    100.0%                        100.0%    100.0%

  GREATER EDMONTON             76-6    112.2     112.2       -         -       112.2     112.2       -         -         -
                                         6.4%      7.1%                         18.6%     23.5%
                                       100.0%    100.0%                        100.0%    100.0%

  JASPER/HINTON/EDSON          76-7     30.2      30.2       -         -        30.2       -        30.2       -         -
                                         1.7%      1.9%                          5.0%               24.2%
                                       100.0%    100.0%                        100.0%              100.0%
```

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```
                         ORIGIN
                              #==============================SKIER ORIGIN==============================#
                                        *.............................RESIDENTS.............................*
                                         *....... ........ ........ ALBERTA ........ ........ ........ .......*
                                                                                   OTHER     REGI-     HINT-
                                  GRAND                 CAL.&      CAL.    EDM.&    EDM. &    MAJOR      ONAL    ERLAND
                                  TOTAL      TOTAL      REG.      METRO    OMC      REGION    CENTRE     MRKT.    MRKT.

 LETHBRIDGE              76-8      61.4       61.4        -          -      61.4       -        61.4       -         -
                                    3.5%       3.9%                         10.2%               49.3%
                                  100.0%     100.0%                        100.0%              100.0%

 RED DEER                76-9      33.0       33.0        -          -      33.0       -        33.0       -         -
                                    1.9%       2.1%                          5.5%               26.5%
                                  100.0%     100.0%                        100.0%              100.0%

**REGIONAL **                      210.9      210.9        -          -       -         -         -       210.9       -
                                   12.0%      13.4%                                                      100.0%
                                  100.0%     100.0%                                                      100.0%

 COLD LAKE               77-1      16.5       16.5        -          -       -         -         -        16.5       -
                                    .9%        1.0%                                                        7.8%
                                  100.0%     100.0%                                                      100.0%

 GRAND PRAIRIE           77-2      20.9       20.9        -          -       -         -         -        20.9       -
                                    1.2%       1.3%                                                        9.9%
                                  100.0%     100.0%                                                      100.0%

 MEDICINE HAT            77-3      27.4       27.4        -          -       -         -         -        27.4       -
                                    1.6%       1.7%                                                       13.0%
                                  100.0%     100.0%                                                      100.0%

 NORTH CENTRAL           77-4      54.8       54.8        -          -       -         -         -        54.8       -
                                    3.1%       3.5%                                                       26.0%
                                  100.0%     100.0%                                                      100.0%

 SOUTH CENTRAL           77-5      55.8       55.8        -          -       -         -         -        55.8       -
                                    3.2%       3.5%                                                       26.4%
                                  100.0%     100.0%                                                      100.0%

 SOUTH WEST              77-6      35.5       35.5        -          -       -         -         -        35.5       -
                                    2.0%       2.3%                                                       16.8%
                                  100.0%     100.0%                                                      100.0%

 ** NON RESIDENTS **     77-9     184.8        -          -          -       -         -         -         -         -
                                   10.5%
                                  100.0%

BASE: SKI DAYS (000'S)           1763.7     1578.9     679.2      613.3    602.1     477.6     124.6     210.9      86.6
                                  100.1%      99.9%    100.0%     100.0%   100.0%    100.0%    100.0%     99.9%    100.0%
                                  100.0%      89.5%     38.5%      34.8%    34.1%     27.1%      7.1%     12.0%      4.9%
```

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JOB NUMBER 907901        CARD NUMBER 02                                                                                           PAGE 3

                         ORIGIN
                             #=====================================SKIER ORIGIN (CONT'D)=======================================#
                                          *...................CANADA......................**......UNITED STATES.......**OTHER*
                                     TOTAL
                                     NON-                                                      ALL
                             GRAND   RESI-   TOTAL                                             OTHER   TOTAL  CALI-          OTHER   OTHER
                             TOTAL   DENT    CANADA   B.C.    SASK    MAN     ONT     QUE      CANADA  U.S.   FORNIA   TEXAS U.S.    FOREIGN

 ** NON RESIDENTS **   77-9  184.8   184.8   125.6    20.5    26.4    17.7    43.8    12.1     5.1     39.5    8.0     9.7    21.7    19.7
                             10.5%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                            100.0%  100.0%   68.0%   11.1%   14.3%    9.6%   23.7%    6.5%    2.7%   21.4%    4.3%    5.3%   11.7%   10.7%

 ** OTHER CANADA **          125.6   125.6   125.6    20.5    26.4    17.7    43.8    12.1     5.1      -       -       -       -       -
                              7.1%   68.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                            100.0%  100.0%  100.0%   16.3%   21.0%   14.1%   34.9%    9.6%    4.0%

NEWFOUNDLAND           40-1     .7      .7      .7      -       -       -       -       -       .7      -       -       -       -       -
                                 *     .4%     .6%                                             14.8%
                            100.0%  100.0%  100.0%                                            100.0%

NEW BRUNSWICK          40-2    1.6     1.6     1.6      -       -       -       -       -      1.6      -       -       -       -       -
                               .1%     .9%    1.3%                                             32.1%
                            100.0%  100.0%  100.0%                                            100.0%

NOVA SCOTIA            40-3    1.9     1.9     1.9      -       -       -       -       -      1.9      -       -       -       -       -
                               .1%    1.0%    1.5%                                             37.9%
                            100.0%  100.0%  100.0%                                            100.0%

P.E.I.                 40-4      *       *       *      -       -       -       -       -        *      -       -       -       -       -
                                 *       *       *                                               .2%
                            100.0%  100.0%  100.0%                                            100.0%

QUEBEC                 40-5   12.1    12.1    12.1      -       -       -       -     12.1      -       -       -       -       -       -
                               .7%    6.5%    9.6%                                  100.0%
                            100.0%  100.0%  100.0%                                  100.0%

ONTARIO                40-6   43.8    43.8    43.8      -       -       -     43.8      -       -       -       -       -       -       -
                              2.5%   23.7%   34.9%                          100.0%
                            100.0%  100.0%  100.0%                          100.0%

MANITOBA               40-7   17.7    17.7    17.7      -       -     17.7      -       -       -       -       -       -       -       -
                              1.0%    9.6%   14.1%                  100.0%
                            100.0%  100.0%  100.0%                  100.0%

SASKATCHEWAN           40-8   26.4    26.4    26.4      -     26.4      -       -       -       -       -       -       -       -       -
                              1.5%   14.3%   21.0%          100.0%
                            100.0%  100.0%  100.0%          100.0%

 ** ALBERTA **         40-9 1578.9      -       -       -       -       -       -       -       -       -       -       -       -       -
                             89.5%
                            100.0%

        CONTINUED
```

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                                ORIGIN
                                  #==================================SKIER ORIGIN (CONT'D)====================================#
                                                 *...................CANADA.....................**......UNITED STATES.......**OTHER*
                                           TOTAL
                                           NON-                                                  ALL
                                   GRAND   RESI-  TOTAL                                          OTHER   TOTAL  CALI-          OTHER   OTHER
                                   TOTAL   DENT   CANADA   B.C.    SASK    MAN     ONT     QUE   CANADA  U.S.   FORNIA   TEXAS U.S.    FOREIGN

BRITISH COLUMBIA         40-0      20.5    20.5    20.5    20.5     -       -       -       -       -       -       -       -       -       -
                                   1.2%   11.1%   16.3%  100.0%
                                 100.0%  100.0%  100.0%  100.0%

YUKON/N.W. TERRITORIES   40-X        .5      .5      .5     -       -       -       -       -      .5       -       -       -       -       -
                                      *     .3%     .4%                                          10.3%
                                 100.0%  100.0%  100.0%                                         100.0%

CANADA (UNSPECIFIED)     40-R        .2      .2      .2     -       -       -       -       -      .2       -       -       -       -       -
                                      *     .1%     .2%                                           4.7%
                                 100.0%  100.0%  100.0%                                         100.0%

** U.S.A. **                       39.5    39.5     -       -       -       -       -       -       -     39.5     8.0     9.7    21.7     -
                                   2.2%   21.4%                                                         100.0%  100.0%  100.0%  100.0%
                                 100.0%  100.0%                                                         100.0%   20.3%   24.6%   54.9%

** PACIFIC NORTHWEST** 41-1         3.3     3.3     -       -       -       -       -       -       -      3.3      -       -      3.3      -
WASHINGTON                          .2%    1.3%                                                           8.2%                   15.0%
                                 100.0%  100.0%                                                         100.0%                  100.0%

** CALIFORNIA **         41-2       8.0     8.0     -       -       -       -       -       -       -      8.0     8.0      -       -       -
                                    .5%    4.3%                                                          20.3%  100.0%
                                 100.0%  100.0%                                                         100.0%  100.0%

** N.W. STATES **                   4.5     4.5     -       -       -       -       -       -       -      4.5      -       -      4.5      -
                                    .3%    2.4%                                                          11.3%                   20.5%
                                 100.0%  100.0%                                                         100.0%                  100.0%

** S.W. STATES **                   1.0     1.0     -       -       -       -       -       -       -      1.0      -       -      1.0      -
                                    .1%     .6%                                                           2.6%                    4.8%
                                 100.0%  100.0%                                                         100.0%                  100.0%

** W.N. CENTRAL **                   .4      .4     -       -       -       -       -       -       -       .4      -       -       .4      -
                                      *     .2%                                                           1.0%                    1.8%
                                 100.0%  100.0%                                                         100.0%                  100.0%

** W.S. CENTRAL **                 12.5    12.5     -       -       -       -       -       -       -     12.5      -      9.7     2.8      -
                                    .7%    6.8%                                                          31.7%          100.0%   12.8%
                                 100.0%  100.0%                                                         100.0%           77.7%   22.3%

TEXAS                    42-2       9.7     9.7     -       -       -       -       -       -       -      9.7      -      9.7      -       -
                                    .6%    5.3%                                                          24.7%          100.0%
                                 100.0%  100.0%                                                         100.0%          100.0%


      CONTINUED
```

```
                         ORIGIN
                              #===================================================SKIER ORIGIN (CONT'D)====================================================#
                                               *...........................CANADA...........................**..........UNITED STATES...........**OTHER*
                                           TOTAL
                                            NON-                                                            ALL
                                  GRAND    RESI-    TOTAL                                                 OTHER    TOTAL    CALI-             OTHER    OTHER
                                  TOTAL     DENT   CANADA     B.C.     SASK      MAN      ONT      QUE   CANADA     U.S.   FORNIA    TEXAS     U.S.  FOREIGN

** EAST CENTRAL **                  3.2      3.2        -        -        -        -        -        -        -      3.2        -        -      3.2        -
                                    .2%     1.7%                                                                  8.1%                       14.7%
                                 100.0%   100.0%                                                                100.0%                      100.0%

** NORTH EASTERN                    4.0      4.0        -        -        -        -        -        -        -      4.0        -        -      4.0        -
     SEABOARD  **                   .2%     2.2%                                                                 10.1%                       18.4%
                                 100.0%   100.0%                                                                100.0%                      100.0%

** SOUTH EASTERN                    2.1      2.1        -        -        -        -        -        -        -      2.1        -        -      2.1        -
     SEABOARD  **                   .1%     1.1%                                                                  5.3%                        9.6%
                                 100.0%   100.0%                                                                100.0%                      100.0%

** NON-CONTIGUOUS                    .5       .5        -        -        -        -        -        -        -       .5        -        -       .5        -
   UNITED STATES  **                  *      .3%                                                                  1.3%                        2.4%
                                 100.0%   100.0%                                                                100.0%                      100.0%

** OTHER FOREIGN **                19.7        -        -        -        -        -        -        -        -        -        -        -        -     19.7
                                   1.1%                                                                                                             100.0%
                                 100.0%                                                                                                             100.0%

** EUROPEAN                         6.0      6.0        -        -        -        -        -        -        -        -        -        -        -      6.0
       COUNTRIES **                 .3%     3.2%                                                                                                     30.3%
                                 100.0%   100.0%                                                                                                    100.0%

U.K.                    44-5        4.3      4.3        -        -        -        -        -        -        -        -        -        -        -      4.3
                                    .2%     2.3%                                                                                                     21.7%
                                 100.0%   100.0%                                                                                                    100.0%

** AUSTRALASIA **                  13.0     13.0        -        -        -        -        -        -        -        -        -        -        -     13.0
                                    .7%     7.0%                                                                                                     65.8%
                                 100.0%   100.0%                                                                                                    100.0%

AUSTRALIA               44-6        8.0      8.0        -        -        -        -        -        -        -        -        -        -        -      8.0
                                    .5%     4.3%                                                                                                     40.6%
                                 100.0%   100.0%                                                                                                    100.0%

JAPAN                   44-7        1.3      1.3        -        -        -        -        -        -        -        -        -        -        -      1.3
                                    .1%      .7%                                                                                                      6.4%
                                 100.0%   100.0%                                                                                                    100.0%

** ALL OTHER                         .7       .7        -        -        -        -        -        -        -        -        -        -        -       .7
       COUNTRIES **                   *      .4%                                                                                                      3.8%
                                 100.0%   100.0%                                                                                                    100.0%

BASE: SKI DAYS (000'S)           1763.7    184.8    125.6     20.5     26.4     17.7     43.8     12.1      5.1     39.5      8.0      9.7     21.7     19.7
                                 100.0%    99.8%    99.9%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%    99.9%   100.0%   100.0%   100.1%   100.0%
                                 100.0%    10.5%     7.1%     1.2%     1.5%     1.0%     2.5%      .7%      .3%     2.2%      .5%      .6%     1.2%     1.1%
```

```
                      ORIGIN

                                  #===================================ALBERTA DESTINATIONS=================================#
                                  +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                             GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                             TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

** ALBERTA **          40-9 1578.91116.71116.7     - 695.5 695.5     - 494.7 494.7     - 265.3 265.3     - 200.9 200.9     -
                             89.5% 85.8%100.0%       79.0%100.0%       74.5%100.0%       74.8%100.0%       72.7%100.0%
                            100.0% 70.7% 70.7%       44.0% 44.0%       31.3% 31.3%       16.8% 16.8%       12.7% 12.7%

**CALGARY & REGION **        679.2 454.5 454.5     - 386.9 386.9     - 322.3 322.3     - 176.0 176.0     - 125.3 125.3     -
                             38.5% 34.9% 40.7%       44.0% 55.6%       48.5% 65.2%       49.6% 66.3%       45.3% 62.3%
                            100.0% 66.9% 66.9%       57.0% 57.0%       47.5% 47.5%       25.9% 25.9%       18.4% 18.4%

 CALGARY METRO         76-1  613.3 405.9 405.9     - 339.9 339.9     - 281.5 281.5     - 169.4 169.4     - 101.5 101.5     -
                             34.8% 31.2% 36.3%       38.6% 48.9%       42.4% 56.3%       47.7% 63.8%       36.7% 50.5%
                            100.0% 66.2% 66.2%       55.4% 55.4%       45.9% 45.9%       27.6% 27.6%       16.6% 16.6%

 CALGARY OTHER         76-2   65.9  48.5  48.5     -  47.0  47.0     -  40.9  40.9     -   6.6   6.6     -  23.7  23.7     -
                              3.7%  3.7%  4.3%        5.3%  6.8%        6.2%  8.3%        1.9%  2.5%        8.6% 11.8%
                            100.0% 73.6% 73.6%       71.3% 71.3%       62.0% 62.0%       10.0% 10.0%       36.0% 36.0%

** HINTERLAND **              86.6  74.7  74.7     -  22.7  22.7     -  10.5  10.5     -   4.1   4.1     -   2.6   2.6     -
                              4.9%  5.7%  6.7%        2.6%  3.3%        1.6%  2.1%        1.1%  1.5%         .9%  1.3%
                            100.0% 86.3% 86.3%       26.2% 26.2%       12.1% 12.1%        4.7%  4.7%        3.0%  3.0%

 HINTERLAND NORTH      76-3   36.0  30.0  30.0     -  11.1  11.1     -   2.4   2.4     -    .5    .5     -   1.1   1.1     -
                              2.0%  2.3%  2.7%        1.3%  1.6%         .4%   .5%         .1%   .2%         .4%   .5%
                            100.0% 83.4% 83.4%       30.8% 30.8%        6.6%  6.6%        1.3%  1.3%        2.9%  2.9%

 HINTERLAND SOUTH EAST 76-4   50.6  44.8  44.8     -  11.6  11.6     -   8.1   8.1     -   3.6   3.6     -   1.5   1.5     -
                              2.9%  3.4%  4.0%        1.3%  1.7%        1.2%  1.6%        1.0%  1.4%         .5%   .8%
                            100.0% 88.4% 88.4%       22.9% 22.9%       16.1% 16.1%        7.1%  7.1%        3.0%  3.0%

**EDMONTON & OTHER           602.1 451.2 451.2     - 231.6 231.6     - 124.3 124.3     -  68.0  68.0     -  54.1  54.1     -
 CENTRES **                  34.1% 34.7% 40.4%       26.3% 33.3%       18.7% 25.1%       19.2% 25.6%       19.6% 26.9%
                            100.0% 74.9% 74.9%       38.5% 38.5%       20.6% 20.6%       11.3% 11.3%        9.0%  9.0%

 EDMONTON METRO        76-5  365.4 301.8 301.8     - 145.2 145.2     -  85.8  85.8     -  48.1  48.1     -  35.4  35.4     -
                             20.7% 23.2% 27.0%       16.5% 20.9%       12.9% 17.3%       13.6% 18.1%       12.8% 17.6%
                            100.0% 82.6% 82.6%       39.7% 39.7%       23.5% 23.5%       13.2% 13.2%        9.7%  9.7%

 GREATER EDMONTON      76-6  112.2  93.1  93.1     -  48.0  48.0     -  28.5  28.5     -  10.1  10.1     -  18.4  18.4     -
                              6.4%  7.2%  8.3%        5.5%  6.9%        4.3%  5.9%        2.9%  3.8%        6.7%  9.2%
                            100.0% 83.0% 83.0%       42.8% 42.8%       25.4% 25.4%        9.0%  9.0%       16.4% 16.4%

 JASPER/HINTON/EDSON   76-7   30.2  30.2  30.2     -  25.7  25.7     -    .5    .5     -    .5    .5     -     -     -     -
                              1.7%  2.3%  2.7%        2.9%  3.7%         .1%   .1%         .1%   .2%
                            100.0%100.0%100.0%       85.2% 85.2%        1.6%  1.6%        1.6%  1.6%

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                            ORIGIN

                                      #==================================ALBERTA DESTINATIONS==================================#
                                      +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING------------------------+
                                                        *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                 GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                 TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.
 LETHBRIDGE               76-8    61.4   2.1   2.1     -   1.5   1.5     -   1.5   1.5     -   1.5   1.5     -     -     -     -
                                  3.5%   .2%   .2%         .2%   .2%         .2%   .3%         .4%   .6%
                                100.0%  3.5%  3.5%        2.5%  2.5%        2.5%  2.5%        2.5%  2.5%

 RED DEER                 76-9    33.0  24.1  24.1     -  11.2  11.2     -   8.0   8.0     -   7.7   7.7     -    .3    .3     -
                                  1.9%  1.8%  2.2%        1.3%  1.6%        1.2%  1.6%        2.2%  2.9%         .1%   .2%
                                100.0% 72.9% 72.9%       34.0% 34.0%       24.3% 24.3%       23.3% 23.3%        1.0%  1.0%

**REGIONAL **                    210.9 136.3 136.3     -  54.3  54.3     -  37.5  37.5     -  17.3  17.3     -  19.0  19.0     -
                                 12.0% 10.5% 12.2%        6.2%  7.8%        5.7%  7.6%        4.9%  6.5%        6.9%  9.4%
                                100.0% 64.6% 64.6%       25.7% 25.7%       17.8% 17.8%        8.2%  8.2%        9.0%  9.0%

 COLD LAKE                77-1    16.5  16.5  16.5     -   6.4   6.4     -   4.5   4.5     -     -     -     -   4.5   4.5     -
                                   .9%  1.3%  1.5%         .7%   .9%         .7%   .9%                          1.6%  2.3%
                                100.0%100.0%100.0%       33.7% 38.7%       27.4% 27.4%                         27.4% 27.4%

 GRAND PRAIRIE            77-2    20.9  20.9  20.9     -   4.4   4.4     -   1.4   1.4     -    .6    .6     -    .8    .8     -
                                  1.2%  1.6%  1.9%         .5%   .6%         .2%   .3%         .2%   .2%         .3%   .4%
                                100.0%100.0%100.0%       21.1% 21.1%        6.6%  6.6%        2.8%  2.8%        3.9%  3.9%

 MEDICINE HAT             77-3    27.4  11.9  11.9     -     -     -     -     -     -     -     -     -     -     -     -     -
                                  1.6%   .9%  1.1%
                                100.0% 43.6% 43.6%

 NORTH CENTRAL            77-4    54.8  50.4  50.4     -  16.7  16.7     -  10.5  10.5     -   5.3   5.3     -   4.9   4.9     -
                                  3.1%  3.9%  4.5%        1.9%  2.4%        1.6%  2.1%        1.5%  2.0%        1.8%  2.4%
                                100.0% 91.9% 91.9%       30.4% 30.4%       19.2% 19.2%        9.6%  9.6%        8.9%  8.9%

 SOUTH CENTRAL            77-5    55.8  32.4  32.4     -  25.7  25.7     -  20.0  20.0     -  10.8  10.8     -   8.3   8.3     -
                                  3.2%  2.5%  2.9%        2.9%  3.7%        3.0%  4.0%        3.0%  4.1%        3.0%  4.1%
                                100.0% 58.1% 58.1%       46.1% 46.1%       35.8% 35.8%       19.4% 19.4%       14.9% 14.9%

 SOUTH WEST               77-6    35.5   4.1   4.1     -   1.1   1.1     -   1.1   1.1     -    .6    .6     -    .5    .5     -
                                  2.0%   .3%   .4%         .1%   .2%         .2%   .2%         .2%   .2%         .2%   .2%
                                100.0% 11.6% 11.6%        3.1%  3.1%        3.1%  3.1%        1.8%  1.8%        1.3%  1.3%

** NON RESIDENTS **       77-9   184.8 184.8       - 184.8 184.8     - 184.8 169.5     - 169.5  89.5     -  89.5  75.4     -  75.4
                                 10.5% 14.2%        100.0% 21.0%      100.0% 25.5%      100.0% 25.2%      100.0% 27.3%      100.0%
                                100.0%100.0%        100.0%100.0%      100.0% 91.7%       91.7% 48.4%       48.4% 40.8%       40.8%

** OTHER CANADA **               125.6 125.6       - 125.6 125.6     - 125.6 113.0     - 113.0  57.5     -  57.5  52.9     -  52.9
                                  7.1%  9.6%         68.0% 14.3%       68.0% 17.0%       66.5% 16.2%       64.3% 19.1%       70.0%
                                100,0%100.0%        100.0%100.0%      100.0% 90.0%       90.0% 45.8%       45.8% 42.1%       42.1%

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                        ORIGIN

                                                    #=====================================ALBERTA DESTINATIONS=====================================#
                                                    +-TOTAL ALBERTA-------++-------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                                            *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                                     GRAND TOTAL RESI-  NON- TOTAL RESI-  NON-       RESI-  NON-       RESI-  NON-       RESI-  NON-
                                                     TOTAL  ALTA  DENT  RES.   RMS  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES.

NEWFOUNDLAND           40-1     .7    .7     -    .7    .7     -    .7    .7     -    .7     -     -     -    .7     -    .7
                                 *   .1%         .4%   .1%         .4%   .1%         .4%                     .3%          1.0%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%                  100.0%      100.0%

NEW BRUNSWICK          40-2    1.6   1.6     -   1.6   1.6     -   1.6   1.6     -   1.6    .2     -    .2   1.5     -   1.5
                               .1%   .1%         .9%   .2%         .9%   .2%        1.0%     *         .2%   .5%          1.3%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%  9.6%        9.6% 90.4%         90.4%

NOVA SCOTIA            40-3    1.9   1.9     -   1.9   1.9     -   1.9   1.2     -   1.2    .4     -    .4    .8     -    .8
                               .1%   .1%        1.0%   .2%        1.0%   .2%         .7%   .1%         .5%   .3%          1.0%
                            100.0%100.0%      100.0%100.0%      100.0% 62.9%       62.9% 23.0%       23.0% 40.0%         40.0%

P.E.I.                 40-4      *     *     -     *     *     -     *     *     -     *     -     -     -     -     -     -
                                 *     *           *     *           *     *           *
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%

QUEBEC                 40-5   12.1  12.1     -  12.1  12.1     -  12.1  11.2     -  11.2   6.9     -   6.9   4.1     -   4.1
                               .7%   .9%        6.5%  1.4%        6.5%  1.7%        6.6%  2.0%        7.7%  1.5%          5.5%
                            100.0%100.0%      100.0%100.0%      100.0% 93.1%       93.1% 57.3%       57.3% 34.3%         34.3%

ONTARIO                40-6   43.8  43.8     -  43.8  43.8     -  43.8  41.5     -  41.5  17.7     -  17.7  22.9     -  22.9
                              2.5%  3.4%       23.7%  5.0%       23.7%  6.3%       24.5%  5.0%       19.8%  8.3%         30.4%
                            100.0%100.0%      100.0%100.0%      100.0% 94.7%       94.7% 40.3%       40.3% 52.2%         52.2%

MANITOBA               40-7   17.7  17.7     -  17.7  17.7     -  17.7  16.7     -  16.7   9.5     -   9.5   6.5     -   6.5
                              1.0%  1.4%        9.6%  2.0%        9.6%  2.5%        9.8%  2.7%       10.6%  2.4%          8.6%
                            100.0%100.0%      100.0%100.0%      100.0% 94.4%       94.4% 53.6%       53.6% 36.9%         36.9%

SASKATCHEWAN           40-8   26.4  26.4     -  26.4  26.4     -  26.4  21.9     -  21.9  14.1     -  14.1   7.6     -   7.6
                              1.5%  2.0%       14.3%  3.0%       14.3%  3.3%       12.9%  4.0%       15.7%  2.8%         10.1%
                            100.0%100.0%      100.0%100.0%      100.0% 82.9%       82.9% 53.2%       53.2% 28.9%         28.9%

BRITISH COLUMBIA       40-0   20.5  20.5     -  20.5  20.5     -  20.5  17.5     -  17.5   8.4     -   8.4   8.5     -   8.5
                              1.2%  1.6%       11.1%  2.3%       11.1%  2.6%       10.3%  2.4%        9.4%  3.1%         11.2%
                            100.0%100.0%      100.0%100.0%      100.0% 85.1%       85.1% 40.8%       40.8% 41.3%         41.3%

YUKON/N.W. TERRITORIES 40-X     .5    .5     -    .5    .5     -    .5    .4     -    .4    .4     -    .4     -     -     -
                                 *     *         .3%   .1%         .3%   .1%         .2%   .1%         .4%
                            100.0%100.0%      100.0%100.0%      100.0% 78.8%       78.8% 76.5%       76.5%

CANADA (UNSPECIFIED)   40-R     .2    .2     -    .2    .2     -    .2    .2     -    .2     -     -     -    .2     -    .2
                                 *     *         .1%     *         .1%     *         .1%                     .1%           .3%
                            100.0%100.0%      100.0%100.0%      100.0% 88.8%       88.8%                   88.8%         88.8%
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                         ORIGIN

                                         #=================================ALBERTA DESTINATIONS=================================#
                                         +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING------------------------+
                                                           *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                   GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                   TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

 ** U.S.A. **                       39,5  39.5     -  39,5  39.5     -  39.5  37.6     -  37.6  21.4     -  21.4  14.8     -  14.8
                                    2,2%  3.0%       21.4%  4.5%       21.4%  5.7%       22.2%  6.0%       23.9%  5.4%       19.6%
                                  100.0%100.0%      100.0%100.0%      100.0% 95.4%       95.4% 54.2%       54.2% 37.6%       37.6%

** PACIFIC NORTHWEST** 41-1          3.3   3.3     -   3.3   3.3     -   3.3   3.3     -   3.3   1.9     -   1.9   1.3     -   1.3
WASHINGTON                           .2%   .3%        1.8%   .4%        1.8%   .5%        1.9%   .5%        2.1%   .5%        1.7%
                                  100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 59.0%       59.0% 40.0%       40.0%

** CALIFORNIA **       41-2          8.0   8.0     -   8.0   8.0     -   8.0   7.9     -   7.9   5.2     -   5.2   2.3     -   2.3
                                     .5%   .6%        4.3%   .9%        4.3%  1.2%        4.7%  1.5%        5.9%   .8%        3.1%
                                  100.0%100.0%      100.0%100.0%      100.0% 98.3%       98.3% 65.3%       65.3% 29.0%       29.0%

** N.W. STATES **                    4.5   4.5     -   4.5   4.5     -   4.5   4.5     -   4.5   3.2     -   3.2   1.3     -   1.3
                                     .3%   .3%        2.4%   .5%        2.4%   .7%        2.6%   .9%        3.6%   .5%        1.7%
                                  100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 71.8%       71.8% 28.2%       28.2%

** S.W. STATES **                    1.0   1.0     -   1.0   1.0     -   1.0   1.0     -   1.0    .1     -    .1    .9     -    .9
                                     .1%   .1%         .6%   .1%         .6%   .2%         .6%     *         .1%   .3%        1.2%
                                  100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%  7.3%        7.3% 87.1%       87.1%

** W.N. CENTRAL **                    .4    .4     -    .4    .4     -    .4    .4     -    .4    .4     -    .4     -     -     -
                                       *     *         .2%     *         .2%   .1%         .2%   .1%         .4%
                                  100.0%100.0%      100.0%100.0%      100.0% 98.0%       98.0% 93.5%       93.5%

** W.S. CENTRAL **                  12.5  12.5     -  12.5  12.5     -  12.5  11.1     -  11.1   5.6     -   5.6   4.7     -   4.7
                                     .7%  1.0%        6.8%  1.4%        6.8%  1.7%        6.6%  1.6%        6.3%  1.7%        6.2%
                                  100.0%100.0%      100.0%100.0%      100.0% 89.0%       89.0% 44.8%       44.8% 37.2%       37.2%

TEXAS                  42-2          9.7   9.7     -   9.7   9.7     -   9.7   8.4     -   8.4   4.1     -   4.1   3.6     -   3.6
                                     .6%   .7%        5.3%  1.1%        5.3%  1.3%        4.9%  1.2%        4.6%  1.3%        4.8%
                                  100.0%100.0%      100.0%100.0%      100.0% 85.8%       85.8% 42.2%       42.2% 37.2%       37.2%

** EAST CENTRAL **                   3.2   3.2     -   3.2   3.2     -   3.2   3.2     -   3.2   1.8     -   1.8   1.3     -   1.3
                                     .2%   .2%        1.7%   .4%        1.7%   .5%        1.9%   .5%        2.0%   .5%        1.7%
                                  100.0%100.0%      100.0%100.0%      100.0% 99.5%       99.5% 57.6%       57.6% 40.1%       40.1%

** NORTH EASTERN                     4.0   4.0     -   4.0   4.0     -   4.0   3.8     -   3.8   2.4     -   2.4   1.3     -   1.3
      SEABOARD  **                   .2%   .3%        2.2%   .5%        2.2%   .6%        2.2%   .7%        2.7%   .5%        1.7%
                                  100.0%100.0%      100.0%100.0%      100.0% 93.8%       93.8% 59.9%       59.9% 32.8%       32.8%

** SOUTH EASTERN                     2.1   2.1     -   2.1   2.1     -   2.1   2.0     -   2.0    .4     -    .4   1.6     -   1.6
      SEABOARD  **                   .1%   .2%        1.1%   .2%        1.1%   .3%        1.2%   .1%         .5%   .6%        2.1%
                                  100.0%100.0%      100.0%100.0%      100.0% 97.7%       97.7% 21.6%       21.6% 75.6%       75.6%

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                        ORIGIN

                                    #==================================ALBERTA DESTINATIONS==================================#
                                    +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                      *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                               GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                               TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.
** NON-CONTIGUOUS                 .5    .5     -    .5    .5     -    .5    .5     -    .5    .3     -    .3    .2     -    .2
   UNITED STATES  **               *     *         .3%   .1%         .3%   .1%         .3%   .1%         .4%   .1%         .3%
                              100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 60.6%       60.6% 39.4%       39.4%

** OTHER FOREIGN **             19.7  19,7     -  19.7  19,7     -  19.7  18.8     -  18.8  10,6     -  10.6   7.7     -   7.7
                                1.1%  1,5%       10,7%  2.2%       10.7%  2.8%       11.1%  3.0%       11.8%  2.8%       10.2%
                              100.0%100,0%      100.0%100.0%      100.0% 95.4%       95.4% 53.7%       53.7% 39.1%       39.1%

** EUROPEAN                      6.0   6.0     -   6.0   6.0     -   6.0   5.8     -   5.8   3.3     -   3.3   2.4     -   2.4
         COUNTRIES **            .3%   .5%        3.2%   .7%        3.2%   .9%        3.4%   .9%        3.7%   .9%        3.2%
                              100.0%100.0%      100.0%100.0%      100.0% 96.1%       96.1% 55.3%       55.3% 40.2%       40.2%

U.K.                     44-5    4.3   4.3     -   4.3   4.3     -   4.3   4.0     -   4.0   2.8     -   2.8   1.3     -   1.3
                                 .2%   .3%        2.3%   .5%        2.3%   .6%        2.4%   .8%        3.1%   .5%        1.7%
                              100.0%100.0%      100.0%100.0%      100.0% 94.8%       94.8% 64.6%       64.6% 29.4%       29.4%

** AUSTRALASIA **               13.0  13.0     -  13.0  13.0     -  13.0  12.3     -  12.3   6.9     -   6.9   5.0     -   5.0
                                 .7%  1.0%        7.0%  1.5%        7.0%  1.9%        7.3%  1.9%        7.7%  1.8%        6.7%
                              100.0%100.0%      100.0%100.0%      100.0% 94.9%       94.9% 53.2%       53.2% 38.6%       38.6%

AUSTRALIA                44-6    8.0   8.0     -   8.0   8.0     -   8.0   7.7     -   7.7   3.5     -   3.5   3.8     -   3.8
                                 .5%   .6%        4.3%   .9%        4.3%  1.2%        4.5%  1.0%        3.9%  1.4%        5.0%
                              100.0%100.0%      100.0%100.0%      100.0% 95.8%       95.8% 43.8%       43.8% 47.4%       47.4%

JAPAN                    44-7    1.3   1.3     -   1.3   1.3     -   1.3   1.3     -   1.3     -     -     -   1.2     -   1.2
                                 .1%   .1%         .7%   .1%         .7%   .2%         .7%                     .4%        1.6%
                              100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%                   97.2%       97.2%

** ALL OTHER                      .7    .7     -    .7    .7     -    .7    .7     -    .7    .4     -    .4    .3     -    .3
         COUNTRIES **              *   .1%         .4%   .1%         .4%   .1%         .4%   .1%         .4%   .1%         .4%
                              100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 50.2%       50.2% 39.7%       39.7%

BASE: SKI DAYS (000'S)        1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                              100.0% 99.6%100.0% 99.8% 99.6%100.0% 99.8% 99.9%100.0% 99.5%100.2%100.0%100.3%100.1%100.0% 99.6%
                              100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
```

ORIGIN

#==================================ALBERTA DESTINATIONS==================================#

+---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING----------------------+

| ORIGIN | | GRAND TOTAL | TOTAL ALTA | RESI- DENT | NON- RES. | *.....TOTALS.....** TOTAL RMS | RESI- DENT | NON- RES. | ......NORQUAY......** TOTAL | RESI- DENT | NON- RES. | .....*.MARMOT......** TOTAL | RESI- DENT | NON- RES. | ..FOR- TRESS.* RESI- DENT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ** ALBERTA ** | 40-9 | 1578.9 | 1116.7 | 1116.7 | - | 695.5 | 695.5 | - | 28.4 | 28.4 | - | 123.9 | 123.9 | - | 76.8 |
| | | 89.5% | 85.8% | 100.0% | | 79.0% | 100.0% | | 86.1% | 100.0% | | 89.0% | 100.0% | | 100.0% |
| | | 100.0% | 70.7% | 70.7% | | 44.0% | 44.0% | | 1.8% | 1.8% | | 7.8% | 7.8% | | 4.9% |
| **CALGARY & REGION ** | | 679.2 | 454.5 | 454.5 | - | 386.9 | 386.9 | - | 21.1 | 21.1 | - | .8 | .8 | - | 63.8 |
| | | 38.5% | 34.9% | 40.7% | | 44.0% | 55.6% | | 63.8% | 74.1% | | .6% | .6% | | 83.0% |
| | | 100.0% | 66.9% | 66.9% | | 57.0% | 57.0% | | 3.1% | 3.1% | | .1% | .1% | | 9.4% |
| CALGARY METRO | 76-1 | 613.3 | 405.9 | 405.9 | - | 339.9 | 339.9 | - | 10.5 | 10.5 | - | .8 | .8 | - | 57.6 |
| | | 34.8% | 31.2% | 36.3% | | 38.6% | 48.9% | | 31.9% | 37.1% | | .6% | .6% | | 75.0% |
| | | 100.0% | 66.2% | 66.2% | | 55.4% | 55.4% | | 1.7% | 1.7% | | .1% | .1% | | 9.4% |
| CALGARY OTHER | 76-2 | 65.9 | 48.5 | 48.5 | - | 47.0 | 47.0 | - | 10.5 | 10.5 | - | - | - | - | 6.2 |
| | | 3.7% | 3.7% | 4.3% | | 5.3% | 6.8% | | 31.8% | 37.0% | | | | | 8.0% |
| | | 100.0% | 73.6% | 73.6% | | 71.3% | 71.3% | | 15.9% | 15.9% | | | | | 9.3% |
| ** HINTERLAND ** | | 86.6 | 74.7 | 74.7 | - | 22.7 | 22.7 | - | 3.9 | 3.9 | - | 9.6 | 9.6 | - | 2.6 |
| | | 4.9% | 5.7% | 6.7% | | 2.6% | 3.3% | | 11.7% | 13.6% | | 6.9% | 7.8% | | 3.3% |
| | | 100.0% | 86.3% | 86.3% | | 26.2% | 26.2% | | 4.5% | 4.5% | | 11.1% | 11.1% | | 3.0% |
| HINTERLAND NORTH | 76-3 | 36.0 | 30.0 | 30.0 | - | 11.1 | 11.1 | - | .8 | .8 | - | 3.7 | 8.7 | - | - |
| | | 2.0% | 2.3% | 2.7% | | 1.3% | 1.6% | | 2.5% | 2.9% | | 6.3% | 7.0% | | |
| | | 100.0% | 83.4% | 83.4% | | 30.8% | 30.8% | | 2.3% | 2.3% | | 24.2% | 24.2% | | |
| HINTERLAND SOUTH EAST | 76-4 | 50.6 | 44.8 | 44.8 | - | 11.6 | 11.6 | - | 3.0 | 3.0 | - | .9 | .9 | - | 2.6 |
| | | 2.9% | 3.4% | 4.0% | | 1.3% | 1.7% | | 9.2% | 10.6% | | .7% | .7% | | 3.3% |
| | | 100.0% | 88.4% | 88.4% | | 22.9% | 22.9% | | 6.0% | 6.0% | | 1.8% | 1.8% | | 5.1% |
| **EDMONTON & OTHER CENTRES ** | | 602.1 | 451.2 | 451.2 | - | 231.6 | 231.6 | - | 2.2 | 2.2 | - | 101.0 | 101.0 | - | 6.3 |
| | | 34.1% | 34.7% | 40.4% | | 26.3% | 33.3% | | 6.8% | 7.9% | | 72.5% | 81.5% | | 8.2% |
| | | 100.0% | 74.9% | 74.9% | | 38.5% | 38.5% | | .4% | .4% | | 16.8% | 16.8% | | 1.1% |
| EDMONTON METRO | 76-5 | 365.4 | 301.8 | 301.8 | - | 145.2 | 145.2 | - | 2.2 | 2.2 | - | 57.1 | 57.1 | - | 2.4 |
| | | 20.7% | 23.2% | 27.0% | | 16.5% | 20.9% | | 6.8% | 7.9% | | 41.0% | 46.0% | | 3.1% |
| | | 100.0% | 82.6% | 82.6% | | 39.7% | 39.7% | | .6% | .6% | | 15.6% | 15.6% | | .6% |
| GREATER EDMONTON | 76-6 | 112.2 | 93.1 | 93.1 | - | 48.0 | 48.0 | - | - | - | - | 17.3 | 17.3 | - | 2.1 |
| | | 6.4% | 7.2% | 8.3% | | 5.5% | 6.9% | | | | | 12.5% | 14.0% | | 2.8% |
| | | 100.0% | 83.0% | 83.0% | | 42.8% | 42.8% | | | | | 15.5% | 15.5% | | 1.9% |
| JASPER/HINTON/EDSON | 76-7 | 30.2 | 30.2 | 30.2 | - | 25.7 | 25.7 | - | - | - | - | 25.2 | 25.2 | - | - |
| | | 1.7% | 2.3% | 2.7% | | 2.9% | 3.7% | | | | | 18.1% | 20.3% | | |
| | | 100.0% | 100.0% | 100.0% | | 85.2% | 85.2% | | | | | 83.6% | 83.6% | | |

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                       ORIGIN
                                   #==================================ALBERTA DESTINATIONS==================================#
                                   +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    *.....TOTALS.....** ......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                  TRESS.*
                              GRAND  TOTAL  RESI-  NON-   TOTAL  RESI-  NON-           RESI-    NON-              RESI-    NON-    RESI-
                              TOTAL   ALTA  DENT   RES.    RMS   DENT   RES.   TOTAL   DENT     RES.     TOTAL    DENT     RES.    DENT
 LETHBRIDGE            76-8    61.4    2.1    2.1     -     1.5    1.5     -      -       -        -        -        -        -       -
                               3.5%    .2%    .2%           .2%    .2%
                             100.0%   3.5%   3.5%          2.5%   2.5%

 RED DEER              76-9    33.0   24.1   24.1     -    11.2   11.2     -      -       -        -       1.3      1.3       -      1.9
                               1.9%   1.8%   2.2%          1.3%   1.6%                                     1.0%     1.1%             2.4%
                             100.0%  72.9%  72.9%         34.0%  34.0%                                     4.0%     4.0%             5.6%

**REGIONAL **                 210.9  136.3  136.3     -    54.3   54.3     -     1.3     1.3       -      12.6     12.6       -      4.2
                              12.0%  10.5%  12.2%          6.2%   7.8%          3.9%    4.5%              9.0%    10.1%             5.4%
                             100.0%  64.6%  64.6%         25.7%  25.7%           .6%     .6%              6.0%     6.0%             2.0%

 COLD LAKE             77-1    16.5   16.5   16.5     -     6.4    6.4     -      -       -        -       1.9      1.9       -       -
                                .9%   1.3%   1.5%           .7%    .9%                                     1.3%     1.5%
                             100.0% 100.0% 100.0%         38.7%  38.7%                                    11.3%    11.3%

 GRAND PRAIRIE         77-2    20.9   20.9   20.9     -     4.4    4.4     -      -       -        -       3.0      3.0       -       -
                               1.2%   1.6%   1.9%           .5%    .6%                                     2.2%     2.5%
                             100.0% 100.0% 100.0%         21.1%  21.1%                                    14.5%    14.5%

 MEDICINE HAT          77-3    27.4   11.9   11.9     -      -      -      -      -       -        -        -        -        -       -
                               1.6%    .9%   1.1%
                             100.0%  43.6%  43.6%

 NORTH CENTRAL         77-4    54.8   50.4   50.4     -    16.7   16.7     -      .4      .4       -       6.1      6.1       -       -
                               3.1%   3.9%   4.5%          1.9%   2.4%          1.3%    1.5%              4.4%     5.0%
                             100.0%  91.9%  91.9%         30.4%  30.4%           .8%     .8%             11.2%    11.2%

 SOUTH CENTRAL         77-5    55.8   32.4   32.4     -    25.7   25.7     -      .9      .9       -       1.5      1.5       -      4.2
                               3.2%   2.5%   2.9%          2.9%   3.7%          2.6%    3.0%              1.1%     1.2%             5.4%
                             100.0%  58.1%  58.1%         46.1%  46.1%          1.5%    1.5%              2.8%     2.8%             7.5%

 SOUTH WEST            77-6    35.5    4.1    4.1     -     1.1    1.1     -      -       -        -        -        -        -       -
                               2.0%    .3%    .4%           .1%    .2%
                             100.0%  11.6%  11.6%          3.1%   3.1%

 ** NON RESIDENTS **   77-9   184.8  184.8     -  184.8   184.8     -  184.8     4.6      -       4.6     15.3       -      15.3      -
                              10.5%  14.2%       100.0%   21.0%        100.0%   13.9%           100.0%    11.0%            100.0%
                             100.0% 100.0%       100.0%  100.0%        100.0%    2.5%             2.5%     8.3%              8.3%

 ** OTHER CANADA **           125.6  125.6     -  125.6   125.6     -  125.6     2.7      -       2.7     12.6       -      12.6      -
                               7.1%   9.6%        68.0%   14.3%         68.0%    8.1%            58.0%     9.0%             82.1%
                             100,0% 100.0%       100.0%  100.0%        100.0%    2.1%             2.1%    10.0%             10.0%

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                         ORIGIN
                                    #===============================ALBERTA DESTINATIONS===============================#
                                    +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING-----------------------+
                                                   *.....TOTALS.....**.......NORQUAY......**......*.MARMOT......**..FOR-
                                                                                                                  TRESS.*
                                 GRAND TOTAL RESI- NON-  TOTAL RESI- NON-          RESI-  NON-          RESI-  NON-   RESI-
                                 TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL   DENT   RES.   TOTAL  DENT   RES.   DENT
NEWFOUNDLAND               40-1     .7    .7    -     .7    .7    -     .7     -      -      -       -      -      -      -
                                     *   .1%         .4%   .1%         .4%
                                100.0%100.0%     100.0%100.0%      100.0%

NEW BRUNSWICK              40-2    1.6   1.6    -    1.6   1.6    -    1.6     -      -      -       -      -      -      -
                                   .1%   .1%         .9%   .2%         .9%
                                100.0%100.0%     100.0%100.0%      100.0%

NOVA SCOTIA                40-3    1.9   1.9    -    1.9   1.9    -    1.9     -      -      -      .7      -     .7      -
                                   .1%   .1%        1.0%   .2%        1.0%                          .5%          4.6%
                                100.0%100.0%     100.0%100.0%      100.0%                        37.1%         37.1%

P.E.I.                     40-4      *     *    -      *     *    -      *      *      -      *       -      -      -      -
                                     *     *           *     *           *      *           .2%
                                100.0%100.0%     100.0%100.0%      100.0% 100.0%        100.0%

QUEBEC                     40-5   12.1  12.1    -   12.1  12.1    -   12.1     .2      -     .2      .8      -     .8      -
                                   .7%   .9%        6.5%  1.4%        6.5%    .5%          3.9%     .6%          5.4%
                                100.0%100.0%     100.0%100.0%      100.0%   1.5%          1.5%    6.9%          6.9%

ONTARIO                    40-6   43.8  43.8    -   43.8  43.8    -   43.8    1.0      -    1.0     2.3      -    2.3      -
                                  2.5%  3.4%       23.7%  5.0%       23.7%   2.9%         20.7%    1.7%         15.1%
                                100.0%100.0%     100.0%100.0%      100.0%   2.2%          2.2%    5.3%          5.3%

MANITOBA                   40-7   17.7  17.7    -   17.7  17.7    -   17.7     .7      -     .7     1.0      -    1.0      -
                                  1.0%  1.4%        9.6%  2.0%        9.6%   2.1%         14.8%     .7%          6.5%
                                100.0%100.0%     100.0%100.0%      100.0%   3.9%          3.9%    5.6%          5.6%

SASKATCHEWAN               40-8   26.4  26.4    -   26.4  26.4    -   26.4     .2      -     .2     4.5      -    4.5      -
                                  1.5%  2.0%       14.3%  3.0%       14.3%    .6%          4.5%    3.2%         29.6%
                                100.0%100.0%     100.0%100.0%      100.0%    .8%           .8%   17.1%         17.1%

BRITISH COLUMBIA           40-0   20.5  20.5    -   20.5  20.5    -   20.5     .6      -     .6     3.1      -    3.1      -
                                  1.2%  1.6%       11.1%  2.3%       11.1%   1.9%         13.6%    2.2%         20.0%
                                100.0%100.0%     100.0%100.0%      100.0%   3.0%          3.0%   14.9%         14.9%

YUKON/N.W. TERRITORIES     40-X     .5    .5    -     .5    .5    -     .5      *      -      *      .1      -     .1      -
                                     *     *         .3%   .1%         .3%      *           .3%     .1%           .7%
                                100.0%100.0%     100.0%100.0%      100.0%   2.4%          2.4%   21.2%         21.2%

CANADA (UNSPECIFIED)       40-R     .2    .2    -     .2    .2    -     .2     -      -      -       *      -      *      -
                                     *     *         .1%     *         .1%                            *           .2%
                                100.0%100.0%     100.0%100.0%      100.0%                        11.2%         11.2%

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                ORIGIN
                             #==================================ALBERTA DESTINATIONS====================================#
                             +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING-------------------------+
                                              *.....TOTALS.....**......NORQUAY......**.....*.MARMOT......**..FOR-
                         GRAND TOTAL RESI- NON-   TOTAL RESI- NON-          RESI-  NON-           RESI-  NON-    TRESS.*
                         TOTAL  ALTA DENT  RES.    RMS  DENT  RES.   TOTAL  DENT   RES.    TOTAL  DENT   RES.    RESI-
                                                                                                                  DENT
 ** U.S.A. **              39.5  39.5      - 39.5  39.5      - 39.5   1.4           1.4     1.8     -     1.8       -
                           2.2%  3.0%     21.4%  4.5%       21.4%   4.3%         31.0%    1.3%         11.8%
                         100.0%100.0%    100.0%100.0%      100.0%   3.6%          3.6%    4.6%          4.6%

 ** PACIFIC NORTHWEST** 41-1  3.3   3.3      -  3.3   3.3      -  3.3    *      -      *       -      -      -       -
 WASHINGTON                 .2%   .3%      1.8%   .4%        1.8%   .1%           .7%
                         100.0%100.0%    100.0%100.0%      100.0%   1.0%          1.0%

 ** CALIFORNIA **       41-2  8.0   8.0      -  8.0   8.0      -  8.0   .3      -     .3      .1      -     .1       -
                            .5%   .6%      4.3%   .9%        4.3%   1.0%          6.9%     .1%           .9%
                         100.0%100.0%    100.0%100.0%      100.0%   3.9%          3.9%    1.7%          1.7%

 ** N.W. STATES **            4.5   4.5      -  4.5   4.5      -  4.5    *      -      *       -      -      -       -
                            .3%   .3%      2.4%   .5%        2.4%    *            .1%
                         100.0%100.0%    100.0%100.0%      100.0%   .1%           .1%

 ** S.W. STATES **            1.0   1.0      -  1.0   1.0      -  1.0   .1      -     .1       -      -      -       -
                            .1%   .1%       .6%   .1%         .6%   .2%          1.3%
                         100.0%100.0%    100.0%100.0%      100.0%   5.5%          5.5%

 ** W.N. CENTRAL **            .4    .4      -   .4    .4      -   .4    *      -      *       *      -      *       -
                              *     *       .2%    *          .2%   .1%           .4%      *             *
                         100.0%100.0%    100.0%100.0%      100.0%   4.5%          4.5%    2.0%          2.0%

 ** W.S. CENTRAL **          12.5  12.5      - 12.5  12.5      - 12.5   .9      -     .9     1.4      -    1.4       -
                            .7%  1.0%      6.8%  1.4%        6.8%   2.6%         19.0%    1.0%          9.0%
                         100.0%100.0%    100.0%100.0%      100.0%   7.0%          7.0%   11.0%         11.0%
 TEXAS                  42-2  9.7   9.7      -  9.7   9.7      -  9.7   .6      -     .6     1.4      -    1.4       -
                            .6%   .7%      5.3%  1.1%        5.3%   1.9%         13.7%    1.0%          9.0%
                         100.0%100.0%    100.0%100.0%      100.0%   6.4%          6.4%   14.2%         14.2%

 ** EAST CENTRAL **           3.2   3.2      -  3.2   3.2      -  3.2   .1      -     .1       *      -      *       -
                            .2%   .2%      1.7%   .4%        1.7%   .2%          1.3%      *            .1%
                         100.0%100.0%    100.0%100.0%      100.0%   1.9%          1.9%     .5%           .5%

 ** NORTH EASTERN             4.0   4.0      -  4.0   4.0      -  4.0    *      -      *      .2      -     .2       -
       SEABOARD  **         .2%   .3%      2.2%   .5%        2.2%   .1%          1.1%     .2%          1.6%
                         100.0%100.0%    100.0%100.0%      100.0%   1.2%          1.2%    6.2%          6.2%

 ** SOUTH EASTERN             2.1   2.1      -  2.1   2.1      -  2.1    *      -      *       *      -      *       -
       SEABOARD  **         .1%   .2%      1.1%   .2%        1.1%    *            .2%      *            .3%
                         100.0%100.0%    100.0%100.0%      100.0%    .5%           .5%    2.3%          2.3%

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                                                      CONTINUED
                    ORIGIN
                               #==================================ALBERTA DESTINATIONS===================================#
                               +---TOTAL ALBERTA---++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                   *.....TOTALS.....** .....NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                  TRESS.*
                               GRAND TOTAL RESI-  NON- TOTAL RESI-  NON-          RESI-   NON-          RESI-   NON-  RESI-
                               TOTAL  ALTA  DENT  RES.   RMS  DENT  RES.  TOTAL   DENT   RES.  TOTAL   DENT   RES.   DENT

** NON-CONTIGUOUS                 .5    .5     -    .5    .5     -    .5      -      -      -      -      -      -      -
   UNITED STATES  **               *     *         .3%   .1%         .3%
                              100.0%100.0%      100.0%100.0%      100.0%

** OTHER FOREIGN **             19.7  19.7     -  19.7  19.7     -  19.7     .5      -     .5     .9      -     .9      -
                                1.1%  1.5%       10.7%  2.2%       10.7%   1.6%          10.9%   0.6%           5.9%
                              100.0%100,0%      100.0%100.0%      100.0%   2.6%           2.6%   4.6%           4.6%

** EUROPEAN                      6.0   6.0     -   6.0   6.0     -   6.0      *      -      *     .2      -     .2      -
      COUNTRIES **               .3%   .5%        3.2%   .7%        3.2%    .1%            .7%    .2%           1.5%
                              100.0%100.0%      100.0%100.0%      100.0%    .6%            .6%   3.9%           3.9%

U.K.                    44-5     4.3   4.3     -   4.3   4.3     -   4.3      *      -      *     .2      -     .2      -
                                 .2%   .3%        2.3%   .5%        2.3%    .1%            .7%    .2%           1.5%
                              100.0%100.0%      100.0%100.0%      100.0%    .9%            .8%   5.2%           5.2%

** AUSTRALASIA **               13.0  13.0     -  13.0  13.0     -  13.0     .4      -     .4     .7      -     .7      -
                                 .7%  1.0%        7.0%  1.5%        7.0%   1.2%           8.6%    .5%           4.4%
                              100.0%100.0%      100.0%100.0%      100.0%   3.1%           3.1%   5.1%           5.1%

AUSTRALIA               44-6     8.0   8.0     -   8.0   8.0     -   8.0     .4      -     .4     .3      -     .3      -
                                 .5%   .6%        4.3%   .9%        4.3%   1.1%           7.9%    .2%           2.2%
                              100.0%100.0%      100.0%100.0%      100.0%   4.5%           4.5%   4.2%           4.2%

JAPAN                   44-7     1.3   1.3     -   1.3   1.3     -   1.3      *      -      *      -      -      -      -
                                 .1%   .1%         .7%   .1%         .7%    .1%            .8%
                              100.0%100.0%      100.0%100.0%      100.0%   2.8%           2.8%

** ALL OTHER                      .7    .7     -    .7    .7     -    .7     .1      -     .1      -      -      -      -
      COUNTRIES **                 *   .1%         .4%   .1%         .4%    .2%           1.6%
                              100.0%100.0%      100.0%100.0%      100.0%  10.1%          10.1%

BASE: SKI DAYS (000'S)        1763.71301.51116.7 184.8 880.2 695.5 184.8   33.0   28.4    4.6  139.2  123.9   15.3   76.8
                              100.0% 99.6%100.0% 99.8% 99.6%100.0% 99.8%  99.9% 100.0% 100.2%  99.9% 100.0%  99.9% 100.0%
                              100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5%   1.9%   1.6%    .3%   7.9%   7.0%    .9%   4.4%
```

```
                         ORIGIN
                                    #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                    +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                                   TOTAL
                                                                                   FLAT-                 EASTERN
                              GRAND    TOTAL    RESI-    NON-                RESI-  LAND    RESI-         KOOTE-
                              TOTAL     ALTA    DENT     RES.     TOTAL      DENT   RES.    DENT    TOTAL  NAYS     TOTAL MONTANA

** ALBERTA **           40-9 1573.9   1116.7  1116.7       -      695.5     695.5  420.6   462.2   279.2   174.1   174.3    99.0
                               89.5%   85.8%  100.0%               79.0%   100.0% 100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                              100.0%   70.7%   70.7%               44.0%    44.0%  26.6%   29.3%   17.7%   11.0%   11.0%    6.3%

**CALGARY & REGION **         679.2    454.5   454.5       -      386.9     386.9   67.6   224.8   141.3    88.5    83.5    43.2
                               38.5%   34.9%   40.7%               44.0%    55.6%  16.1%   48.6%   50.6%   50.8%   47.9%   43.7%
                              100.0%   66.9%   66.9%               57.0%    57.0%  10.0%   33.1%   20.8%   13.0%   12.3%    6.4%

 CALGARY METRO          76-1  613.3    405.9   405.9       -      339.9     339.9   66.1   207.4   131.6    85.9    75.8    41.3
                               34.8%   31.2%   36.3%               38.6%    48.9%  15.7%   44.9%   47.1%   49.4%   43.5%   41.8%
                              100.0%   66.2%   66.2%               55.4%    55.4%  10.8%   33.8%   21.5%   14.0%   12.4%    6.7%

 CALGARY OTHER          76-2   65.9     48.5    48.5       -       47.0      47.0    1.5    17.4     9.7     2.6     7.7     1.9
                                3.7%    3.7%    4.3%                5.3%     6.8%    .4%    3.8%    3.5%    1.5%    4.4%    1.9%
                              100.0%   73.6%   73.6%               71.3%    71.3%   2.3%   26.4%   14.7%    3.9%   11.7%    2.9%

** HINTERLAND **               86.6     74.7    74.7       -       22.7      22.7   52.1    11.9     9.2      -       -       -
                                4.9%    5.7%    6.7%                2.6%     3.3%  12.4%    2.6%    2.9%
                              100.0%   86.3%   86.3%               26.2%    26.2%  60.1%   13.7%    9.5%

 HINTERLAND NORTH       76-3   36.0     30.0    30.0       -       11.1      11.1   18.9     6.0     6.0      -       -       -
                                2.0%    2.3%    2.7%                1.3%     1.6%   4.5%    1.3%    2.1%
                              100.0%   83.4%   83.4%               30.8%    30.8%  52.6%   16.6%   16.6%

 HINTERLAND SOUTH EAST 76-4    50.6     44.8    44.8       -       11.6      11.6   33.2     5.9     2.3      -       -       -
                                2.9%    3.4%    4.0%                1.3%     1.7%   7.9%    1.3%     .8%
                              100.0%   88.4%   88.4%               22.9%    22.9%  65.5%   11.6%    4.5%

**EDMONTON & OTHER            602.1    451.2   451.2       -      231.6     231.6  218.9   150.9    89.9    50.7    56.0    31.9
 CENTRES **                    34.1%   34.7%   40.4%               26.3%    33.3%  52.1%   32.7%   32.2%   29.1%   32.1%   32.3%
                              100.0%   74.9%   74.9%               38.5%    38.5%  36.4%   25.1%   14.9%    8.4%    9.3%    5.3%

 EDMONTON METRO         76-5  365.4    301.8   301.8       -      145.2     145.2  156.6    63.6    41.6    11.7    17.0     5.4
                               20.7%   23.2%   27.0%               16.5%    20.9%  37.2%   13.8%   14.9%    6.7%    9.8%    5.5%
                              100.0%   82.6%   82.6%               39.7%    39.7%  42.9%   17.4%   11.4%    3.2%    4.7%    1.5%

 GREATER EDMONTON       76-6  112.2     93.1    93.1       -       48.0      48.0   44.5    19.1    15.7     8.4     3.4     3.4
                                6.4%    7.2%    8.3%                5.5%     6.9%  10.6%    4.1%    5.6%    4.8%    2.0%    3.5%
                              100.0%   83.0%   83.0%               42.8%    42.8%  39.6%   17.0%   14.0%    7.5%    3.0%    3.0%

 JASPER/HINTON/EDSON    76-7   30.2     30.2    30.2       -       25.7      25.7    4.5      -       -       -       -       -
                                1.7%    2.3%    2.7%                2.9%     3.7%   1.1%
                              100.0%  100.0%  100.0%               85.2%    85.2%  14.8%


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                            ORIGIN
                                        #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                        +----TOTAL ALBERTA------++------RMS-------++SKIING++TOTAL-++------B.C.------++----U.S.A.-----+
                                                                                      TOTAL
                                                                                      FLAT-                      EASTERN
                                  GRAND    TOTAL    RESI-    NON-              RESI-  LAND     RESI-             KOOTE-
                                  TOTAL     ALTA    DENT     RES.    TOTAL     DENT   RES.     DENT      TOTAL   NAYS       TOTAL MONTANA

  LETHBRIDGE              76-8     61.4      2.1      2.1       -       1.5      1.5      .6     59.3     29.2     29.2     30.0     23.1
                                   3.5%      .2%      .2%                .2%      .2%     .1%    12.8%    10.5%    16.8%    17.2%    23.3%
                                 100.0%     3.5%     3.5%               2.5%     2.5%    1.0%    96.5%    47.6%    47.6%    48.9%    37.6%

  RED DEER                76-9     33.0     24.1     24.1       -      11.2     11.2    12.8      9.0      3.4      1.4      5.6        -
                                   1.9%     1.8%     2.2%               1.3%     1.6%    3.1%     1.9%     1.2%      .3%     3.2%
                                 100.0%    72.9%    72.9%              34.0%    34.0%   39.9%    27.1%    10.3%     4.2%    16.8%

 **REGIONAL **                    210.9    136.3    136.3       -      54.3     54.3    82.0     74.6     39.3     34.9     34.8     23.9
                                  12.0%    10.5%    12.2%               6.2%     7.8%   19.5%    16.1%    14.3%    20.0%    20.0%    24.1%
                                 100.0%    64.6%    64.6%              25.7%    25.7%   39.9%    35.4%    13.9%    16.5%    16.5%    11.3%

  COLD LAKE               77-1     16.5     16.5     16.5       -       6.4      6.4    10.1        -        -        -        -        -
                                    .9%     1.3%     1.5%                .7%      .9%    2.4%
                                 100.0%   100.0%   100.0%              38.7%    38.7%   61.3%

  GRAND PRAIRIE           77-2     20.9     20.9     20.9       -       4.4      4.4    16.5        -        -        -        -        -
                                   1.2%     1.6%     1.9%                .5%      .6%    3.9%
                                 100.0%   100.0%   100.0%              21.1%    21.1%   78.9%

  MEDICINE HAT            77-3     27.4     11.9     11.9       -         -        -    11.9     15.4     10.4     10.4      5.0      5.0
                                   1.6%      .9%     1.1%                                2.8%     3.3%     3.7%     6.0%     2.9%     5.1%
                                 100.0%    43.6%    43.6%                               43.6%    56.4%    37.9%    37.9%    18.4%    18.4%

  NORTH CENTRAL           77-4     54.8     50.4     50.4       -      16.7     16.7    33.7      4.4      3.0       .8      1.4      1.4
                                   3.1%     3.9%     4.5%               1.9%     2.4%    9.0%     1.0%     1.1%      .4%      .8%     1.4%
                                 100.0%    91.9%    91.9%              30.4%    30.4%   61.5%     8.1%     5.5%     1.4%     2.6%     2.6%

  SOUTH CENTRAL           77-5     55.8     32.4     32.4       -      25.7     25.7     6.7     23.3     13.6     10.9      9.7      2.8
                                   3.2%     2.5%     2.9%               2.9%     3.7%    1.6%     5.1%     4.9%     6.3%     5.6%     2.9%
                                 100.0%    58.1%    58.1%              46.1%    46.1%   12.1%    41.9%    24.4%    19.6%    17.4%     5.1%

  SOUTH WEST              77-6     35.5      4.1      4.1       -       1.1      1.1     3.0     31.4     12.8     12.8     18.6     14.6
                                   2.0%      .3%      .4%                .1%      .2%     .7%     6.8%     4.6%     7.3%    10.7%    14.7%
                                 100.0%    11.6%    11.6%               3.1%     3.1%    9.5%    88.4%    35.9%    35.9%    52.4%    41.1%

 NON RESIDENTS            77-9    184.8    184.8       -     184.8    184.8        -       -        -        -        -        -        -
                                  10.5%    14.2%            100.0%    21.0%
                                 100.0%   100.0%            100.0%   100.0%

 BASE: SKI DAYS (000'S)          1763.7   1301.5   1116.7    184.8    880.2    695.5   420.6    462.2    279.2    174.1    174.3     99.0
                                 100.0%    99.6%   100.0%    99.8%    99.6%   100.0%  100.0%   100.0%   100.0%   100.0%   100.0%   100.0%
                                 100.0%    73.8%    63.3%    10.5%    49.9%    39.4%   23.9%    26.2%    15.8%     9.9%     9.9%     5.6%
```

| ORIGIN | | LAST TRIP TOTAL | TRIP TIMING – SEASON | | | | | TRIP TIMING – PERIOD SKIED – DAY SKIING | | | OVERNIGHT SKIING | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| ** ALBERTA ** | 40-9 | 882.7 | 28.9 | 152.4 | 213.6 | 308.6 | 179.3 | 313.3 | 174.0 | 139.4 | 565.5 | 325.7 | 239.8 |
| | | 82.7% | 100.0% | 89.2% | 83.4% | 81.0% | 77.8% | 99.2% | 99.7% | 98.7% | 75.9% | 66.5% | 94.0% |
| | | 100.0% | 3.3% | 17.3% | 24.2% | 35.0% | 20.3% | 35.5% | 19.7% | 15.8% | 64.1% | 36.9% | 27.2% |
| **CALGARY & REGION ** | | 347.3 | 10.4 | 62.9 | 72.8 | 115.0 | 86.2 | 136.9 | 76.9 | 60.0 | 210.4 | 98.8 | 111.5 |
| | | 32.5% | 35.9% | 36.8% | 28.4% | 30.2% | 37.4% | 43.4% | 44.1% | 42.5% | 28.2% | 20.2% | 43.7% |
| | | 100.0% | 3.0% | 18.1% | 21.0% | 33.1% | 24.8% | 39.4% | 22.1% | 17.3% | 60.6% | 28.5% | 32.1% |
| CALGARY METRO | 76-1 | 314.7 | 8.7 | 61.1 | 64.8 | 105.3 | 74.7 | 117.6 | 64.9 | 52.7 | 197.1 | 91.5 | 105.5 |
| | | 29.5% | 30.2% | 35.7% | 25.3% | 27.6% | 32.4% | 37.2% | 37.2% | 37.3% | 25.5% | 18.7% | 41.4% |
| | | 100.0% | 2.8% | 19.4% | 20.6% | 33.5% | 23.7% | 37.4% | 20.6% | 16.7% | 62.6% | 29.1% | 33.5% |
| CALGARY OTHER | 76-2 | 32.6 | 1.6 | 1.9 | 8.0 | 9.6 | 11.5 | 19.3 | 12.0 | 7.3 | 13.3 | 7.3 | 6.0 |
| | | 3.1% | 5.7% | 1.1% | 3.1% | 2.5% | 5.0% | 6.1% | 6.9% | 5.2% | 1.8% | 1.5% | 2.4% |
| | | 100.0% | 5.0% | 5.8% | 24.5% | 29.6% | 35.2% | 59.3% | 36.8% | 22.4% | 40.7% | 22.3% | 18.4% |
| ** HINTERLAND ** | | 55.5 | .2 | 3.7 | 14.7 | 21.6 | 15.3 | 23.1 | 8.3 | 14.8 | 32.4 | 18.6 | 13.8 |
| | | 5.2% | .8% | 2.1% | 5.7% | 5.7% | 6.6% | 7.3% | 4.8% | 10.5% | 4.4% | 3.8% | 5.4% |
| | | 100.0% | .4% | 6.6% | 26.5% | 38.9% | 27.5% | 41.6% | 15.0% | 26.6% | 58.4% | 33.6% | 24.8% |
| HINTERLAND NORTH | 76-3 | 29.4 | .1 | 2.3 | 9.5 | 10.6 | 6.9 | 8.8 | 3.1 | 5.7 | 20.6 | 11.0 | 9.6 |
| | | 2.8% | .4% | 1.3% | 3.7% | 2.8% | 3.0% | 2.8% | 1.8% | 4.0% | 2.9% | 2.2% | 3.8% |
| | | 100.0% | .4% | 7.8% | 32.2% | 36.2% | 23.4% | 30.0% | 10.6% | 19.4% | 70.0% | 37.3% | 32.7% |
| HINTERLAND SOUTH EAST | 76-4 | 26.1 | .1 | 1.4 | 5.2 | 11.0 | 8.4 | 14.3 | 5.2 | 9.1 | 11.9 | 7.7 | 4.2 |
| | | 2.4% | .4% | .8% | 2.0% | 2.9% | 3.7% | 4.5% | 3.0% | 6.4% | 1.6% | 1.6% | 1.8% |
| | | 100.0% | .4% | 5.3% | 20.1% | 42.0% | 32.2% | 54.6% | 19.8% | 34.8% | 45.4% | 29.4% | 15.9% |
| **EDMONTON & OTHER CENTRES ** | | 348.1 | 13.5 | 70.3 | 88.1 | 119.3 | 57.9 | 110.7 | 64.6 | 46.1 | 236.2 | 151.3 | 84.9 |
| | | 32.6% | 46.6% | 41.1% | 34.4% | 31.0% | 25.1% | 35.1% | 37.0% | 32.6% | 31.7% | 30.9% | 33.3% |
| | | 100.0% | 3.9% | 20.2% | 25.3% | 34.0% | 16.6% | 31.8% | 18.6% | 13.2% | 67.8% | 43.5% | 24.4% |
| EDMONTON METRO | 76-5 | 214.5 | 8.7 | 50.1 | 60.9 | 60.2 | 34.6 | 52.4 | 28.9 | 23.5 | 160.9 | 102.2 | 58.7 |
| | | 20.1% | 30.1% | 29.3% | 23.8% | 15.8% | 15.0% | 15.6% | 16.6% | 16.6% | 21.6% | 20.9% | 23.0% |
| | | 100.0% | 4.1% | 23.4% | 28.4% | 28.1% | 16.1% | 24.4% | 13.5% | 10.9% | 75.0% | 47.6% | 27.4% |
| GREATER EDMONTON | 76-6 | 55.3 | .7 | 7.4 | 19.2 | 24.5 | 3.5 | 16.3 | 12.4 | 3.9 | 38.9 | 17.8 | 21.1 |
| | | 5.2% | 2.4% | 4.3% | 7.5% | 6.4% | 1.5% | 5.2% | 7.1% | 2.8% | 5.2% | 3.6% | 8.3% |
| | | 100.0% | 1.2% | 13.3% | 34.7% | 44.3% | 6.4% | 29.5% | 22.5% | 7.0% | 70.5% | 32.2% | 38.2% |
| JASPER/HINTON/EDSON | 76-7 | 14.2 | 1.1 | .6 | 1.4 | 3.1 | 8.0 | 8.9 | 5.8 | 3.0 | 5.3 | 5.3 | - |
| | | 1.3% | 3.9% | .4% | .5% | .8% | 3.5% | 2.8% | 3.3% | 2.1% | .7% | 1.1% | |
| | | 100.0% | 7.9% | 4.3% | 9.8% | 21.8% | 56.3% | 62.5% | 41.2% | 21.3% | 37.5% | 37.5% | |

CONTINUED

```
                     ORIGIN
                                        #####################################TRIP TIMING#####################################
                                        +----------------SEASON----------------++----------------PERIOD SKIED----------------+
                                                                                #......DAY SKIING......##...OVERNIGHT SKIING...#
                                 LAST
                                 TRIP START - XMAS -   EARLY    LATE    SPRING
                                TOTAL   UP  NEW YEAR  WINTER  WINTER             TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

 LETHBRIDGE            76-8      39.3    1.6    10.7     1.7    18.4     7.0      15.8     7.9     9.0    22.5    17.5     5.0
                                  3.7%   5.4%    6.3%     .7%    4.8%    3.0%      5.3%    4.5%    6.3%    3.0%    3.6%    2.0%
                                100.0%   3.9%   27.2%    4.6%   46.7%   17.8%     42.8%   20.0%   22.8%   57.2%   44.4%   12.8%

 RED DEER              76-9      24.8    1.4     1.5     4.9    12.2     4.9      15.3     9.6     6.7     8.6     8.6      -
                                  2.3%   4.9%     .9%    1.9%    3.2%    2.1%      5.2%    5.5%    4.8%    1.1%    1.7%
                                100.0%   5.7%    6.2%   19.5%   49.0%   19.5%     65.5%   38.5%   27.1%   34.5%   34.5%

**REGIONAL **                   131.7    4.8    15.5    37.9    53.6    19.9      42.6    24.1    18.5    86.5    56.8    29.6
                                 12.3%  16.7%    9.0%   14.8%   14.1%    8.6%     13.5%   13.8%   13.1%   11.6%   11.6%   11.6%
                                100.0%   3.7%   11.7%   28.8%   40.7%   15.1%     37.4%   18.3%   14.0%   65.7%   43.2%   22.5%

 COLD LAKE             77-1      12.7     .2     1.5     5.1     5.4      .5       5.2     1.5     3.7     7.5     7.5      -
                                  1.2%    .7%     .9%    2.0%    1.4%     .2%      1.7%     .9%    2.6%    1.0%    1.5%
                                100.0%   1.6%   12.0%   40.3%   42.5%    3.6%     41.2%   12.0%   29.1%   58.8%   58.8%

 GRAND PRAIRIE         77-2      10.0     -      1.2     3.8     1.5     3.4       3.9     2.8     1.1     5.3     2.3     3.0
                                   .9%            .7%    1.5%     .4%    1.5%      1.2%    1.6%     .8%     .7%     .5%    1.2%
                                100.0%          12.3%   38.0%   15.4%   34.3%     39.1%   27.6%   11.5%   53.3%   22.8%   30.5%

 MEDICINE HAT          77-3      19.8    2.0     2.1     8.7     5.4     1.7       4.6     2.5     2.2    15.2     6.0     9.2
                                  1.9%   7.1%    1.2%    3.4%    1.4%     .7%      1.5%    1.4%    1.5%    2.0%    1.2%    3.6%
                                100.0%  10.3%   10.4%   43.7%   27.0%    8.5%     23.3%   12.4%   10.9%   76.7%   30.3%   46.4%

 NORTH CENTRAL         77-4      27.1     .1     3.7     7.3    11.4     4.5      12.3     7.3     5.0    14.9    12.4     2.5
                                  2.5%    .4%    2.2%    2.9%    3.0%    2.0%      3.9%    4.2%    3.5%    2.0%    2.5%    1.0%
                                100.0%    .4%   13.6%   27.0%   42.2%   16.7%     45.2%   26.9%   18.3%   54.8%   45.8%    9.0%

 SOUTH CENTRAL         77-5      36.3    2.0     3.7     4.6    19.5     6.6       9.4     5.8     3.6    25.1    12.1    13.0
                                  3.4%   7.1%    2.1%    1.8%    5.1%    2.9%      3.0%    3.3%    2.6%    3.4%    2.5%    5.1%
                                100.0%   5.6%   10.1%   12.5%   53.6%   18.2%     25.9%   15.9%   10.0%   69.0%   33.3%   35.7%

 SOUTH WEST            77-6      25.8     .4     3.3     8.5    10.4     3.2       7.2     4.3     2.9    18.6    16.6     2.0
                                  2.4%   1.6%    1.9%    3.3%    2.7%    1.4%      2.3%    2.5%    2.0%    2.5%    3.4%     .8%
                                100.0%   1.6%   12.8%   32.9%   40.5%   12.3%     28.0%   16.9%   11.1%   72.0%   64.4%    7.6%

NON RESIDENTS          77-9     184.8     -     19.5    42.6    72.6    51.0       2.4      .6     1.8   179.6   164.3    15.3
                                 17.3%          10.8%   16.6%   19.0%   22.2%       .8%     .3%    1.3%   24.1%   33.5%    6.0%
                                100.0%          10.0%   23.1%   39.3%   27.6%      1.3%     .3%    1.0%   97.2%   88.9%    8.3%

** OTHER CANADA **              125.6     -     14.1    23.2    47.8    40.4       1.9      .5     1.5   121.1   106.8    14.2
                                 11.8%           8.2%    8.9%   12.5%   17.6%       .6%     .3%     .8%   16.4%   22.0%    5.6%
                                100.0%          11.2%   18.5%   38.1%   32.2%      1.5%     .4%    1.2%   96.4%   85.0%   11.3%

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                        ORIGIN
                                      #####################################TRIP TIMING######################################
                                      +----------------SEASON----------------++------------------PERIOD SKIED------------------+
                                                                              *......DAY SKIING.......**...OVERNIGHT SKIING...*
                                  LAST
                                  TRIP START - XMAS -   EARLY   LATE   SPRING
                                 TOTAL  UP   NEW YEAR  WINTER  WINTER          TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

NEWFOUNDLAND              40-1      .7    -        -       .7      -       -       -       -       -       .7      .7       -
                                   .1%                    .3%                                              .1%     .2%
                                100.0%                 100.0%                                           100.0%  100.0%

NEW BRUNSWICK             40-2     1.6    -       .1       .2     .3     1.0       -       -       -      1.6     1.3      .3
                                   .2%           .1%      .1%    .1%     .4%                               .2%     .3%     .1%
                                100.0%          5.4%    14.3%  19.6%   69.5%                            100.0%   80.3%   19.7%

NOVA SCOTIA               40-3     1.9    -       .1       .3     .4     1.2       *       -       *      1.9     1.9       -
                                   .2%            *       .1%    .1%     .5%       *               *       .3%     .4%
                                100.0%          3.9%    13.7%  22.4%   60.0%    2.1%            2.1%     97.9%   97.9%

P.E.I.                    40-4       *    -        -        -      -       *       -       -       -        *       -       *
                                     *                                     *                                *               *
                                100.0%                                100.0%                            100.0%          100.0%

QUEBEC                    40-5    12.1    -       .7       .5    3.9     6.9      .1       *      .1     12.0    11.3      .7
                                  1.1%           .4%      .2%   1.0%    3.0%       *       *       *      1.5%    2.3%     .3%
                                100.0%          6.0%     4.5%  32.5%   56.9%     .6%     .1%     .5%     99.4%   93.9%    5.5%

ONTARIO                   40-6    43.8    -      3.4     11.1   19.0    10.3      .3      .1      .2     41.5    38.9     2.7
                                  4.1%          2.0%     4.3%   5.0%    4.5%     .1%     .1%     .1%      5.6%    7.9%    1.0%
                                100.0%          7.8%    25.4%  43.4%   23.4%     .7%     .3%     .5%     94.7%   88.6%    6.1%

MANITOBA                  40-7    17.7    -      1.6      3.9    5.4     6.8      .2       *      .2     17.2    15.3     1.9
                                  1.7%           .9%     1.5%   1.4%    2.9%     .1%       *     .1%      2.3%    3.1%     .7%
                                100.0%          9.0%    22.2%  30.5%   38.4%    1.0%       *    1.0%     97.2%   86.6%   10.7%

SASKATCHEWAN              40-8    26.4    -      4.6      2.9    9.6     9.3      .5      .1      .5     25.7    19.9     5.8
                                  2.5%          2.7%     1.1%   2.5%    4.1%     .2%       *     .3%      3.4%    4.1%    2.3%
                                100.0%         17.4%    11.1%  36.2%   35.3%    2.0%     .3%    1.7%     97.2%   75.2%   22.1%

BRITISH COLUMBIA          40-0    20.5    -      3.6      3.4    8.9     4.8      .7      .3      .4     19.8    17.2     2.6
                                  1.9%          2.1%     1.3%   2.3%    2.1%     .2%     .2%     .3%      2.7%    3.5%    1.0%
                                100.0%         17.5%    16.7%  42.7%   23.2%    3.5%    1.4%    2.1%     96.5%   83.9%   12.6%

YUKON/N.W. TERRITORIES 40-X         .5    -        *        *     .4      .1       -       -       -       .5      .4      .1
                                     *             *        *    .1%       *                               .1%     .1%       *
                                100.0%          5.2%     4.2%  76.5%   14.1%                            100.0%   84.1%   15.9%

CANADA (UNSPECIFIED)      40-R      .2    -        -        *      -      .2      .1       -      .1       .2       *      .1
                                     *                      *            .1%       *               *        *       *     .1%
                                100.0%                  11.2%          88.8%   29.6%           29.6%     70.4%   11.2%   59.2%

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                              ORIGIN
                                         #=====================================TRIP TIMING=========================================#
                                         +-----------------SEASON-----------------++-----------------PERIOD SKIED-----------------+
                                                                                   *......DAY SKIING......**...OVERNIGHT SKIING...*
                                 LAST
                                 TRIP START - XMAS -   EARLY    LATE    SPRING
                                 TOTAL   UP   NEW YEAR WINTER   WINTER            TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

 ** U.S.A. **                    39.5     -     3.2     13.2    15.5     7.7       .3       *       .3     38.8    38.2       .7
                                  3.7%          1.9%     5.0%    3.9%    3.4%      .1%      *       .2%     5.2%    7.7%      .3%
                                100.0%          3.7%    25.6%   22.7%   48.0%      .9%     .1%      .8%    98.2%   96.7%     1.8%

** PACIFIC NORTHWEST** 41-1       3.3     -      .1      .1      2.0     1.1        -       -        -      3.3     3.3        -
WASHINGTON                        .3%            .1%      *       .5%     .5%                                .4%     .7%
                                100.0%          3.3%     3.8%   60.6%   32.3%                              100.0%  100.0%

** CALIFORNIA **       41-2       8.0     -      .6      .9      5.1     1.5        *       -        *      7.7     7.6       .2
                                  .8%            .3%     .3%     1.3%     .6%       *                *      1.0%    1.5%      .1%
                                100.0%          7.1%    10.7%   63.8%   18.3%      .3%              .3%    96.3%   94.3%     2.0%

** N.W. STATES **                 4.5     -       -      3.2     1.1      .2        -       -        -      4.5     4.3       .2
                                  .4%                    1.2%     .3%     .1%                                .6%     .9%      .1%
                                100.0%                  71.8%   24.5%    3.8%                              100.0%   96.3%     3.7%

** S.W. STATES **                 1.0     -       *      .5       .5      -         -       -        -      1.0     1.0        -
                                  .1%             *      .2%      .1%                                        .1%     .2%
                                100.0%          4.7%    49.6%   45.7%                                      100.0%  100.0%

** W.N. CENTRAL **                 .4     -       *       *       -       .4        *       *        -       .4      .4        -
                                   *              *       *               .2%       *       *                .1%     .1%
                                100.0%          4.5%     2.0%           93.5%     2.0%    2.0%              98.0%   98.0%

** W.S. CENTRAL **               12.5     -      .9      5.7     3.5     2.4        -       -        -     12.5    12.4       .1
                                  1.2%           .6%     2.2%     .9%    1.0%                               1.7%    2.5%       *
                                100.0%          7.6%    45.2%   29.2%   19.0%                              100.0%   99.3%      .7%

TEXAS                  42-2       9.7     -      .9      4.5     2.9     1.4        -       -        -      9.7     9.7       .1
                                  .9%            .6%     1.7%     .8%     .6%                               1.3%    2.0%       *
                                100.0%          9.7%    46.0%   30.1%   14.2%                              100.0%   99.1%      .9%

** EAST CENTRAL **                3.2     -     1.1       .4      .8      .9        *       *        -      3.1     3.1        *
                                  .3%            .6%      .2%     .2%     .4%       *       *                .4%     .6%       *
                                100.0%         33.8%    13.1%   25.4%   27.7%     1.2%    1.2%              98.8%   98.5%      .3%

** NORTH EASTERN                  4.0     -      .2      1.3     1.5     1.0       .3       -       .3      3.7     3.6       .1
      SEABOARD  **                .4%            .1%      .5%     .4%     .5%      .1%              .2%      .5%     .7%      .1%
                                100.0%          4.9%    31.3%   37.7%   26.0%     7.4%             7.4%    92.6%   89.3%     3.3%

** SOUTH EASTERN                  2.1     -      .1      1.1      .8      -         -       -        -      2.1     2.1        *
      SEABOARD  **                .2%            .1%      .4%     .2%                                        .3%     .4%       *
                                100.0%          5.8%    53.6%   40.6%                                      100.0%   98.9%     1.2%
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                              ORIGIN
                                            *=====================================TRIP TIMING==============================================*
                                            +-----------------SEASON-------------------++------------------PERIOD SKIED------------------+
                                                                                        *......DAY SKIING......**...OVERNIGHT SKIING...*
                                     LAST
                                     TRIP START - XMAS -   EARLY    LATE    SPRING
                                     TOTAL   UP   NEW YEAR WINTER  WINTER             TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

** NON-CONTIGUOUS                      .5      -      .1       -       .1      .3        -       -       -        .5      .4      .1
   UNITED STATES  **                   *              .1%              *      .1%                                .1%     .1%      *
                                     100.0%          21.0%           18.4%   60.5%                             100.0%   81.6%   18.4%

** OTHER FOREIGN **                   19.7     -     1.2     6.2     9.3     2.9       .1      .1      .1      19.6    19.2      .4
                                      1.8%           0.7%    2.4%    2.5%    1.3%       *       *       *       2.6%    3.0%     .1%
                                     100.0%          6.3%   31.5%   47.3%   14.9%      .5%     .2%     .3%     99.5%   97.5%    2.0%

** EUROPEAN                           5.0      -      .9     3.6     1.1      .4       .1      .1      .1       5.9     5.6      .3
        COUNTRIES **                   .6%            .5%    1.4%     .3%     .2%       *       *       *        .8%    1.1%     .1%
                                     100.0%         15.0%   60.4%   17.5%    7.0%     1.9%     .9%    1.1%    98.1%   93.2%    4.8%

U.K.                        44-5      4.3      -      .9     2.3      .9      .2        *       *       -       4.3     4.1      .1
                                       .4%            .5%     .9%     .2%     .1%       *       *                .6%     .9%     .1%
                                     100.0%         20.8%   52.3%   21.3%    5.2%      .3%     .3%             99.7%   96.3%    3.4%

** AUSTRALASIA **                     13.0     -      .2     2.6     7.6     2.5        -       -       -      13.0    12.9      .1
                                      1.2%            .1%    1.0%    2.0%    1.1%                               1.7%    2.6%      *
                                     100.0%          1.9%   20.0%   58.7%   19.4%                             100.0%   99.2%     .8%

AUSTRALIA                   44-6      8.0      -       *     1.9     4.1     2.1        -       -       -       9.0     7.9      .1
                                       .7%             *      .7%    1.1%     .9%                               1.1%    1.5%      *
                                     100.0%           .2%   22.2%   50.7%   26.8%                             100.0%   98.7%    1.3%

JAPAN                       44-7      1.3      -      .2      .5      .2      .4        -       -       -       1.3     1.3       -
                                       .1%            .1%     .2%      *      .2%                                .2%     .3%
                                     100.0%         19.3%   38.6%   13.6%   29.4%                             100.0%  100.0%

** ALL OTHER                           .7      -      .1       -       .7       -        *       *       -        .7      .7       -
       COUNTRIES **                    .1%            .1%             .2%                *       *                .1%     .1%
                                     100.0%         11.8%           88.2%             1.7%    1.7%             98.3%   98.3%

BASE: SKI DAYS (000'S)              1067.5    28.9   171.0   256.2   381.2   230.3    315.8   174.6   141.2    745.1   490.0   255.1
      ON LAST TRIP                   99.7%  100.0%  100.1%   99.9%   99.8%  100.0%    99.9%  100.0%   99.7%    99.9%  100.0%  100.0%
                                    100.0%    2.7%   16.0%   24.0%   35.7%   21.6%    29.6%   16.4%   13.2%    69.8%   45.9%   23.9%
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ORIGIN

| | | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION ...(TRIP IN GENERAL)... | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| ** ALBERTA ** | 40-9 | 591.9 | 80.9 | 511.0 | 485.9 | .7 | 94.6 | .9 | 204.0 | 77.3 | 32.2 | 223.2 | 301.8 | 66.9 |
| | | 76.2% | 61.8% | 79.1% | 82.1% | .5% | 71.5% | 9.9% | 60.9% | 63.3% | 74.3% | 70.7% | 79.1% | 91.5% |
| | | 100.0% | 13.7% | 86.3% | 82.1% | .1% | 16.0% | .2% | 34.5% | 13.1% | 5.4% | 37.7% | 51.0% | 11.3% |
| **CALGARY & REGION ** | | 218.1 | 23.0 | 195.1 | 180.8 | - | 33.1 | - | 45.4 | 28.5 | 13.1 | 86.4 | 110.2 | 21.6 |
| | | 28.1% | 17.6% | 30.2% | 30.6% | | 25.0% | | 13.5% | 23.3% | 30.4% | 27.4% | 28.5% | 29.5% |
| | | 100.0% | 10.5% | 89.5% | 82.9% | | 15.2% | | 20.8% | 13.1% | 5.0% | 39.6% | 50.5% | 9.9% |
| CALGARY METRO | 76-1 | 194.5 | 17.4 | 177.1 | 165.4 | - | 26.3 | - | 45.4 | 24.2 | 13.1 | 77.1 | 101.0 | 16.3 |
| | | 25.0% | 13.3% | 27.4% | 28.0% | | 19.9% | | 13.5% | 19.8% | 30.4% | 24.4% | 26.2% | 22.3% |
| | | 100.0% | 8.9% | 91.1% | 85.1% | | 13.5% | | 23.3% | 12.4% | 6.8% | 39.6% | 52.0% | 8.4% |
| CALGARY OTHER | 76-2 | 23.6 | 5.6 | 18.0 | 15.4 | - | 6.8 | - | - | 4.3 | - | 9.3 | 9.1 | 5.3 |
| | | 3.0% | 4.3% | 2.8% | 2.6% | | 5.1% | | | 3.5% | | 2.9% | 2.4% | 7.2% |
| | | 100.0% | 23.8% | 76.2% | 65.0% | | 28.7% | | | 18.1% | | 39.2% | 38.6% | 22.2% |
| ** HINTERLAND ** | | 48.0 | 1.9 | 46.1 | 45.2 | - | 1.1 | .9 | 15.7 | 9.1 | 3.1 | 14.3 | 27.9 | 5.7 |
| | | 6.2% | 1.4% | 7.1% | 7.6% | | .8% | 9.9% | 4.7% | 7.5% | 7.2% | 4.5% | 7.2% | 7.8% |
| | | 100.0% | 3.9% | 96.1% | 94.3% | | 2.2% | 1.9% | 32.7% | 19.1% | 6.5% | 29.9% | 58.2% | 11.9% |
| HINTERLAND NORTH | 76-3 | 26.4 | - | 26.4 | 26.4 | - | - | - | 9.2 | 9.1 | - | 6.6 | 14.9 | 5.0 |
| | | 3.4% | | 4.1% | 4.5% | | | | 2.7% | 7.5% | | 2.1% | 3.3% | 6.8% |
| | | 100.0% | | 100.0% | 100.0% | | | | 34.8% | 34.7% | | 25.0% | 56.2% | 18.9% |
| HINTERLAND SOUTH EAST | 76-4 | 21.6 | 1.9 | 19.7 | 18.9 | - | 1.1 | .9 | 6.5 | - | 3.1 | 7.8 | 13.1 | .8 |
| | | 2.8% | 1.4% | 3.1% | 3.2% | | .8% | 9.9% | 1.9% | | 7.2% | 2.5% | 3.4% | 1.0% |
| | | 100.0% | 8.6% | 91.4% | 87.4% | | 4.9% | 4.3% | 30.1% | | 14.4% | 35.9% | 60.6% | 3.5% |
| **EDMONTON & OTHER CENTRES ** | | 248.5 | 42.1 | 206.4 | 196.3 | .7 | 46.8 | - | 111.8 | 34.8 | 10.9 | 96.1 | 121.1 | 31.3 |
| | | 32.0% | 32.2% | 32.0% | 33.2% | .5% | 35.4% | | 33.3% | 23.5% | 25.1% | 30.5% | 31.4% | 42.8% |
| | | 100.0% | 17.0% | 83.0% | 79.0% | .3% | 18.8% | | 45.0% | 14.0% | 4.4% | 38.7% | 48.7% | 12.6% |
| EDMONTON METRO | 76-5 | 170.3 | 31.9 | 138.4 | 135.4 | .7 | 32.5 | - | 82.1 | 29.0 | 9.3 | 67.9 | 82.8 | 19.6 |
| | | 21.9% | 24.4% | 21.4% | 22.9% | .5% | 24.6% | | 24.5% | 23.7% | 21.5% | 21.5% | 21.4% | 26.8% |
| | | 100.0% | 18.7% | 81.3% | 79.5% | .4% | 19.1% | | 48.2% | 17.0% | 5.5% | 39.9% | 48.6% | 11.5% |
| GREATER EDMONTON | 76-6 | 45.7 | 8.4 | 37.3 | 31.6 | - | 11.0 | - | 27.8 | - | 1.6 | 17.3 | 24.8 | 3.6 |
| | | 5.9% | 6.4% | 5.8% | 5.3% | | 8.3% | | 8.3% | | 3.7% | 5.5% | 6.4% | 5.0% |
| | | 100.0% | 18.3% | 81.7% | 69.2% | | 24.1% | | 60.8% | | 3.5% | 37.8% | 54.2% | 7.9% |
| JASPER/HINTON/EDSON | 76-7 | 14.2 | - | 14.2 | 12.8 | - | 1.4 | - | - | 5.3 | - | 2.2 | 4.8 | 7.1 |
| | | 1.8% | | 2.2% | 2.2% | | 1.1% | | | 4.3% | | .7% | 1.3% | 9.8% |
| | | 100.0% | | 100.0% | 90.2% | | 9.8% | | | 37.5% | | 15.4% | 34.2% | 50.4% |

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                         ORIGIN

                               #=================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)=================================#
                                      +----TRAVEL----++------------MODE(S)--------------++----ACCOMMODATION-----++------SATISFACTION-----+
                                                 INDE-                                              HOTEL/                               *...(TRIP IN GENERAL)..*
                                                 PEN-                                               MOTEL/  PRIVATE                      EXCEL-               FAIR/
                                TOTAL   PACKAGE  DENT      CAR       AIR      BUS       TRAIN       LODGE   HOME        OTHER   LENT      GOOD      POOR

 LETHBRIDGE             76-8      1.1      -        1.1      1.1       -         -         -          -        -           -        -         .5        .6
                                  .1%               .2%      .2%                                                                            .1%       .8%
                                100.0%            100.0%   100.0%                                                                         43.6%     56.2%

 RED DEER               76-9     17.3      1.9     15.4     15.4       -        1.9        -         1.9       .5          -       8.7       8.2        .3
                                 2.2%     1.4%     2.4%     2.6%               1.4%                  .6%      .4%                  2.8%      2.1%       .4%
                                100.0%    10.7%    89.3%    89.3%              10.7%                11.0%     2.7%                 50.6%     47.5%      1.9%

**REGIONAL **                    77.3     13.9     63.4     63.5       -       13.7        -        31.2      4.9        5.0      26.4      42.6       8.3
                                 9.9%    10.6%     9.8%    10.7%               10.4%                 9.3%     4.0%      11.6%      8.4%     11.0%     11.3%
                                100.0%    16.0%    82.0%    82.2%              17.8%                40.4%     6.4%       6.5%     34.1%     55.1%     10.7%

 COLD LAKE              77-1     12.7       .8     11.9     11.9       -         .8        -         4.1      1.5        1.9       6.2       6.5        -
                                 1.6%      .6%     1.8%     2.0%                 .6%                 1.2%     1.3%       4.3%      1.9%      1.7%
                                100.0%     6.0%    94.0%    94.0%               6.0%                32.1%    12.1%      14.7%     48.4%     51.6%

 GRAND PRAIRIE          77-2     10.0       -      10.0     10.0       -         -         -         5.3       -          -        3.1       6.4        .5
                                 1.3%              1.5%     1.7%                                     1.6%                           1.0%      1.7%       .6%
                                100.0%            100.0%   100.0%                                   53.3%                          30.7%     64.6%      4.7%

 MEDICINE HAT           77-3      5.0       -       5.0      5.0       -         -         -          -        -           .4        .8       3.0       1.3
                                  .6%               .8%      .8%                                                           .9%       .3%       .8%      1.7%
                                100.0%            100.0%   100.0%                                                          8.1%     15.7%     59.3%     25.0%

 NORTH CENTRAL          77-4     24.9      5.0     20.0     17.8       -        7.2        -        11.6       .9        1.0      11.7      11.3       1.9
                                 3.2%     3.8%     3.1%     3.0%               5.4%                  3.5%      .7%       2.4%      3.7%      2.9%      2.6%
                                100.0%    20.0%    80.0%    71.3%              28.7%                46.5%     3.3%       4.1%     47.1%     45.3%      7.6%

 SOUTH CENTRAL          77-5     22.2      8.1     14.0     17.1       -        5.0        -         8.6      2.6        1.7       3.9      13.6       4.7
                                 2.9%     6.2%     2.2%     2.9%               3.8%                  2.6%     2.1%       4.0%      1.2%      3.5%      6.4%
                                100.0%    36.7%    63.3%    77.3%              22.7%                38.6%    11.6%       7.8%     17.5%     61.5%     21.0%

 SOUTH WEST             77-6      2.5       -       2.5      1.7       -         .8        -         1.7       -          -         .8       1.7        -
                                  .3%               .4%      .3%                 .6%                  .5%                            .2%       .4%
                                100.0%            100.0%    69.0%              31.0%                59.0%                          31.0%     69.0%

NON RESIDENTS           77-9    184.8     50.0    134.8    105.8     124.6     37.7       3.4      131.2     44.8       11.1      92.4      84.4       6.3
                                23.8%    38.2%    20.9%    17.9%     99.5%    28.5%     90.1%      39.1%    36.7%      25.7%     29.3%     21.9%      8.5%
                                100.0%    27.1%    72.9%    57.2%     67.4%    20.4%      4.5%      71.0%    24.2%       6.0%     50.0%     45.7%      3.4%

 ** OTHER CANADA **              125.6     23.8    101.8     81.9      71.5     17.6       5.4       83.8     36.9        6.7      57.5      61.8       4.9
                                 16.1%    11.4%    11.9%    13.7%     48.3%    13.5%     58.4%      16.9%    30.3%      15.4%     18.2%     16.0%      6.7%
                                100.0%    18.9%    81.1%    65.2%     56.9%    14.0%      4.3%      66.7%    29.4%       5.4%     45.8%     49.2%      3.9%

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ORIGIN

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL MODE(S) | | | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| NEWFOUNDLAND | 40-1 | .7<br>.1%<br>100.0% | .7<br>.5%<br>93.4% | *<br>*<br>6.6% | - | .7<br>.6%<br>100.0% | .7<br>.5%<br>93.4% | - | *<br>*<br>6.6% | - | .7<br>1.6%<br>93.4% | - | .7<br>.2%<br>100.0% | - |
| NEW BRUNSWICK | 40-2 | 1.6<br>.2%<br>100.0% | - | 1.6<br>.3%<br>100.0% | 1.5<br>.2%<br>89.3% | 1.4<br>1.1%<br>85.5% | - | - | .2<br>.1%<br>14.5% | 1.1<br>.9%<br>69.3% | .3<br>.6%<br>15.8% | 1.2<br>.4%<br>75.0% | .3<br>.1%<br>19.3% | .1<br>.1%<br>5.3% |
| NOVA SCOTIA | 40-3 | 1.9<br>.2%<br>100.0% | .3<br>.2%<br>13.7% | 1.7<br>.3%<br>86.3% | 1.9<br>.3%<br>100.0% | 1.9<br>1.5%<br>100.0% | .1<br>.1%<br>3.9% | - | 1.2<br>.4%<br>62.9% | .7<br>.6%<br>37.1% | - | 1.2<br>.4%<br>61.2% | .7<br>.2%<br>39.8% | - |
| P.E.I. | 40-4 | *<br>*<br>100.0% | - | *<br>*<br>100.0% | - | - | *<br>*<br>100.0% | - | - | - | *<br>*<br>100.0% | - | - | *<br>*<br>100.0% |
| QUEBEC | 40-5 | 12.1<br>1.6%<br>100.0% | 3.6<br>2.8%<br>29.9% | 8.5<br>1.3%<br>70.1% | 6.5<br>1.1%<br>53.9% | 11.1<br>8.9%<br>92.0% | 2.6<br>2.0%<br>21.3% | *<br>.2%<br>.1% | 6.6<br>2.0%<br>54.6% | 5.0<br>4.1%<br>41.6% | .5<br>1.1%<br>3.8% | 8.6<br>2.7%<br>71.6% | 3.2<br>.8%<br>26.2% | .3<br>.4%<br>2.2% |
| ONTARIO | 40-6 | 43.8<br>5.6%<br>100.0% | 11.5<br>8.8%<br>26.2% | 32.4<br>5.0%<br>73.8% | 23.8<br>4.0%<br>54.3% | 38.5<br>30.8%<br>87.9% | 5.9<br>4.5%<br>13.4% | .4<br>4.7%<br>1.0% | 26.6<br>7.9%<br>60.7% | 15.7<br>12.9%<br>35.9% | 1.2<br>2.7%<br>2.7% | 20.6<br>6.5%<br>46.9% | 20.6<br>5.3%<br>47.0% | 1.7<br>2.3%<br>3.3% |
| MANITOBA | 40-7 | 17.7<br>2.3%<br>100.0% | 2.5<br>1.9%<br>14.0% | 15.2<br>2.4%<br>86.0% | 10.3<br>1.7%<br>58.1% | 8.8<br>7.1%<br>50.1% | 1.9<br>1.5%<br>10.9% | 2.0<br>21.5%<br>11.3% | 13.8<br>4.1%<br>77.9% | 4.4<br>3.6%<br>24.9% | 1.7<br>3.9%<br>9.6% | 10.2<br>3.2%<br>57.7% | 6.6<br>1.7%<br>37.6% | .8<br>1.1%<br>4.6% |
| SASKATCHEWAN | 40-8 | 26.4<br>3.4%<br>100.0% | 3.8<br>2.9%<br>14.4% | 22.6<br>3.5%<br>85.6% | 22.8<br>3.9%<br>86.4% | 1.5<br>1.2%<br>5.6% | 2.5<br>1.9%<br>9.4% | 1.2<br>13.0%<br>4.5% | 22.0<br>6.6%<br>83.2% | 3.5<br>2.9%<br>13.2% | 1.0<br>2.4%<br>3.9% | 9.0<br>2.8%<br>34.0% | 16.7<br>4.3%<br>63.0% | .8<br>1.1%<br>3.0% |
| BRITISH COLUMBIA | 40-0 | 20.5<br>2.6%<br>100.0% | 1.4<br>1.1%<br>6.8% | 19.1<br>3.0%<br>93.2% | 14.4<br>2.4%<br>70.0% | 7.2<br>5.7%<br>34.9% | 3.9<br>3.0%<br>19.1% | 1.5<br>16.7%<br>7.5% | 13.0<br>3.9%<br>63.4% | 6.1<br>5.0%<br>29.8% | 1.3<br>3.1%<br>6.6% | 6.6<br>2.1%<br>32.2% | 12.7<br>3.3%<br>61.8% | 1.2<br>1.7%<br>6.0% |
| YUKON/N.W. TERRITORIES | 40-X | .5<br>.1%<br>100.0% | - | .5<br>.1%<br>100.0% | .5<br>.1%<br>97.6% | .2<br>.2%<br>44.9% | - | .2<br>2.4%<br>42.5% | .3<br>.1%<br>66.0% | .2<br>.1%<br>34.0% | - | .1<br>*<br>11.7% | .5<br>.1%<br>88.3% | - |
| CANADA (UNSPECIFIED) | 40-R | .2<br>*<br>100.0% | *<br>*<br>6.4% | .2<br>*<br>93.6% | .2<br>*<br>70.4% | .1<br>.1%<br>29.6% | - | - | *<br>*<br>6.4% | .2<br>.2%<br>93.6% | - | *<br>*<br>11.2% | .2<br>.1%<br>88.8% | - |

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                          ORIGIN

                                  #==================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)===================================#
                                           +----TRAVEL-----++-------------MODE(S)-------------++----ACCOMMODATION-----++------SATISFACTION-----+
                                                    INDE-                                              HOTEL/                     *...(TRIP IN GENERAL)..*
                                                    PEN-                                               MOTEL/  PRIVATE              EXCEL-              FAIR/
                                  TOTAL   PACKAGE   DENT     CAR      AIR      BUS      TRAIN    LODGE   HOME     OTHER    LENT     GOOD     POOR

   ** U.S.A. **                    39.5    24.0     15.5     17.7     34.0     12.7      2.2     35.9     2.7       .9     24.4     14.1      1.2
                                    5.0%   11.5%     1.8%     2.9%    23.0%     9.7%    23.9%     7.3%    2.1%     2.0%     7.7%     3.7%     1.6%
                                  100.0%   60.8%    39.2%    44.8%    86.2%    32.2%     5.6%    91.0%    6.8%     2.3%    61.8%    35.7%     3.0%
** PACIFIC NORTHWEST** 41-1         3.3     2.9       .3      1.7       .6       .8      1.9      3.1      .2        -      1.3      1.9       .1
WASHINGTON                           .4%    2.2%      .1%      .3%      .4%      .6%    19.7%      .9%     .1%               .4%      .5%      .1%
                                  100.0%   89.4%    10.6%    52.6%    17.3%    25.2%    56.2%    94.7%    5.3%             39.6%    57.4%     3.0%

** CALIFORNIA **       41-2         8.0     6.4      1.7      1.9      7.9      4.6        *      7.8      .1       .1      5.8      1.9       .5
                                    1.0%    4.9%      .3%      .3%     6.3%     3.5%      .2%     2.3%     .1%      .3%     1.8%      .5%      .7%
                                  100.0%   78.3%    20.7%    22.0%    98.6%    57.4%      .3%    95.9%    1.4%     1.7%    72.0%    22.0%     6.0%

** N.W. STATES **                   4.5       -      4.5      1.4      2.8      2.8        -      4.3       *       .2      3.4      1.1        -
                                     .6%              .7%      .2%     2.3%     2.2%              1.3%       *      .4%     1.1%      .3%
                                  100.0%           100.0%    32.3%    63.9%    63.9%             96.1%     .1%     3.8%    75.8%    24.2%

** S.W. STATES **                   1.0      .7       .4       .2      1.0       .3        -       .6      .4        -       .5       .6        -
                                     .1%     .3%      .1%       *       .8%      .2%               .2%     .3%               .2%      .1%
                                  100.0%   64.7%    35.3%    22.4%    95.3%    24.6%             62.3%   37.7%             47.0%    53.0%

** W.N. CENTRAL **                   .4       -       .4        *       .4        -        -       .4       *        -       .4        -        -
                                      *               .1%       *       .3%                        .1%       *                .1%
                                  100.0%           100.0%     5.4%    98.0%                       93.5%    6.5%            100.0%

** W.S. CENTRAL **                 12.5     8.8      3.7      8.2     12.3      3.3        -     12.5       -        -      6.9      5.4       .2
                                    1.6%    6.8%      .6%     1.4%     9.9%     2.5%              3.7%                      2.2%     1.4%      .3%
                                  100.0%   70.7%    29.3%    65.8%    98.5%    26.5%            100.0%                     55.4%    43.1%     1.6%

TEXAS                  42-2         9.7     6.7      3.0      6.9      9.5      2.4        -      9.7       -        -      5.3      4.5        -
                                    1.3%    5.1%      .5%     1.2%     7.6%     1.8%              2.9%                      1.7%     1.2%
                                  100.0%   69.0%    31.0%    71.4%    98.1%    24.6%            100.0%                     54.1%    45.9%
** EAST CENTRAL **                  3.2     1.6      1.5      1.8      2.8       .8        *      2.3      .9        -      2.2      1.0        -
                                     .4%    1.3%      .2%      .3%     2.2%      .6%      .2%      .7%     .7%               .7%      .3%
                                  100.0%   51.8%    48.2%    57.2%    86.7%    26.6%      .5%    72.4%   27.6%             67.7%    32.3%

** NORTH EASTERN                    4.0     2.2      1.8      2.1      4.0       .1        *      2.9     1.1        *      3.3       .7        -
     SEABOARD  **                    .5%    1.7%      .3%      .3%     3.2%      .1%      .3%      .9%     .9%      .1%     1.0%      .2%
                                  100.0%   56.2%    43.8%    51.3%   100.0%     2.8%      .9%    72.3%   26.9%      .8%    82.7%    17.3%

** SOUTH EASTERN                    2.1     1.3       .8       .5      2.0        -        -      1.6       -       .4       .2      1.5       .4
     SEABOARD  **                    .3%    1.0%      .1%      .1%     1.6%                        .5%             1.0%      .1%      .4%      .5%
                                  100.0%   62.6%    37.4%    23.2%    97.7%                       78.4%            21.6%    10.2%    71.0%    18.8%

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                          ORIGIN

                                 #================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)================================#
                                        +----TRAVEL----++-----------MODE(S)-------------++-----ACCOMMODATION-----++-----SATISFACTION-----+
                                                 INDE-                                          HOTEL/                      *...(TRIP IN GENERAL)..*
                                                 PEN-                                           MOTEL/  PRIVATE               EXCEL-             FAIR/
                                  TOTAL  PACKAGE DENT     CAR      AIR      BUS      TRAIN    LODGE   HOME     OTHER   LENT     GOOD     POOR

** NON-CONTIGUOUS                   .5      -      .5       -        .2       -        .3       .4       -        .1       .4       .1       -
   UNITED STATES  **                .1%            .1%                .2%              3.4%     .1%               .2%      .1%      *
                                 100.0%         100.0%              39.4%             60.6%   81.6%             18.4%    81.6%    18.4%

 ** OTHER FOREIGN **              19.7     2.2    17.5     6.2     19.0      7.2       .7     11.5      5.2      3.6     10.6      8.2       .2
                                   2.6%    1.1%    2.0%    1.1%    12.9%     5.4%     7.9%     2.3%     4.2%     8.2%     3.7%     2.1%      .2%
                                 100.0%   11.4%   88.6%   31.5%    96.6%    36.6%     3.7%    58.2%    26.1%    18.1%    53.8%    41.6%     1.0%

** EUROPEAN                        6.0      .2     5.8     2.2      5.6       *        .1      4.0      2.0       *       4.3       .9       .1
        COUNTRIES **                .8%     .2%     .9%     .4%     4.5%      *       1.3%     1.2%     1.6%      *       1.4%      .2%      .1%
                                 100.0%    3.3%   96.7%   37.5%    94.2%      .8%     2.1%    67.4%    32.7%      .2%    72.1%    15.0%     1.7%

U.K.                      44-5     4.3      -      4.3     1.4      4.1       *        .1      3.4       .9       -       3.1       .5       -
                                    .5%             .7%     .2%     3.3%      *       1.3%     1.0%      .8%              1.0%      .1%
                                 100.0%          100.0%   32.6%    96.6%     1.1%     2.9%    78.8%    21.7%             71.5%    12.9%

** AUSTRALASIA **                 13.0     2.0    10.9     3.9     12.7      6.8       .6      6.7      3.2      3.6      5.9      7.0       .1
                                   1.7%    1.6%    1.7%     .7%    10.1%     5.1%     6.4%     2.0%     2.6%     8.2%     1.9%     1.8%      .1%
                                 100.0%   15.7%   84.3%   29.9%    97.5%    52.4%     4.6%    51.8%    24.3%    27.4%    45.2%    54.0%      .7%

AUSTRALIA                 44-6     8.0      .7     7.3     1.2      7.7      5.4       .4      4.7      2.8       .9      4.6      3.3       *
                                   1.0%     .5%    1.1%     .2%     6.1%     4.1%     4.1%     1.4%     2.3%     2.1%     1.5%      .9%      *
                                 100.0%    8.5%   91.5%   14.4%    95.9%    68.0%     4.8%    59.1%    35.2%    11.3%    58.1%    41.9%      .1%

JAPAN                     44-7     1.3     1.2      .1      .1      1.3      1.2       -       1.2       *        -        .7       .5       .1
                                    .2%     .9%      *       *      1.0%      .9%               .4%      *                 .2%      .1%      .1%
                                 100.0%   92.2%    7.8%    6.8%   100.0%    92.2%             99.4%      .6%             54.9%    38.4%     6.8%

** ALL OTHER                        .7      -       .7      .1       .7       .4       *        .7       *        -        .4       .3       *
        COUNTRIES **                .1%             .1%      *        .6%      .3%      .2%      .2%      *                 .1%      .1%      *
                                 100.0%          100.0%    7.9%    99.5%    50.2%     2.2%    95.8%     4.2%             55.6%    42.3%     1.7%

BASE: SKI DAYS (000'S)           776.6   130.9   645.8   591.7    125.2    132.2      9.3    335.2    122.1     43.3    315.6    386.2     73.2
      ON LAST TRIP                99.4%  100.0%   99.9%   99.6%    99.8%   100.2%   100.0%   100.1%    99.9%    99.9%   100.0%    99.9%   100.0%
                                 100.0%   16.9%   83.1%   76.2%    16.1%    17.0%     1.2%    43.2%    15.7%     5.6%    40.6%    49.7%     9.4%
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| ORIGIN | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| NON RESIDENTS | 77-9 | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 66.5% | 19.7% | 13.6% | 49.0% | 51.9% |
| ** OTHER CANADA ** | | 125.6 | 80.9 | 28.1 | 17.4 | 51.3 | 74.3 |
| | | 68.0% | 65.8% | 77.1% | 69.3% | 57.8% | 77.5% |
| | | 100.0% | 64.4% | 22.4% | 13.9% | 40.8% | 59.2% |
| NEWFOUNDLAND | 40-1 | .7 | - | - | .7 | - | .7 |
| | | .4% | | | 2.8% | | .8% |
| | | 100.0% | | | 93.4% | | 100.0% |
| NEW BRUNSWICK | 40-2 | 1.6 | .2 | .8 | .3 | .2 | 1.5 |
| | | .9% | .2% | 2.2% | 1.3% | .2% | 1.5% |
| | | 100.0% | 14.4% | 50.1% | 19.7% | 9.6% | 90.4% |
| NOVA SCOTIA | 40-3 | 1.9 | .3 | .5 | .4 | 1.8 | .1 |
| | | 1.0% | .2% | 1.4% | 1.8% | 2.1% | .1% |
| | | 100.0% | 13.7% | 26.3% | 23.0% | 96.1% | 3.9% |
| P.E.I. | 40-4 | * | * | - | - | * | - |
| | | * | * | | | * | |
| | | 100.0% | 100.0% | | | 100.0% | |
| QUEBEC | 40-5 | 12.1 | 7.2 | 3.2 | 1.8 | 5.3 | 6.7 |
| | | 6.5% | 5.8% | 8.7% | 7.3% | 6.0% | 7.0% |
| | | 100.0% | 59.5% | 26.2% | 15.2% | 44.3% | 55.7% |
| ONTARIO | 40-6 | 43.8 | 24.6 | 13.3 | 7.2 | 18.8 | 25.0 |
| | | 23.7% | 20.0% | 36.6% | 28.9% | 21.2% | 26.1% |
| | | 100.0% | 56.1% | 30.4% | 16.5% | 42.9% | 57.1% |
| MANITOBA | 40-7 | 17.7 | 12.7 | 2.4 | 1.6 | 6.7 | 10.9 |
| | | 9.6% | 10.3% | 6.5% | 6.5% | 7.6% | 11.4% |
| | | 100.0% | 71.8% | 13.4% | 9.2% | 38.1% | 61.9% |
| SASKATCHEWAN | 40-8 | 26.4 | 22.3 | 2.5 | 1.0 | 7.6 | 18.8 |
| | | 14.3% | 18.1% | 6.8% | 4.0% | 8.6% | 19.6% |
| | | 100.0% | 84.4% | 9.4% | 3.8% | 28.7% | 71.3% |
| BRITISH COLUMBIA | 40-0 | 20.5 | 13.2 | 5.4 | 4.1 | 10.6 | 10.0 |
| | | 11.1% | 10.8% | 14.8% | 16.5% | 11.9% | 10.4% |
| | | 100.0% | 64.5% | 26.3% | 20.1% | 51.4% | 48.6% |

CONTINUED

| ORIGIN | | | #===TRAVEL BEHAVIOUR(NON-RESIDENTS)=== | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| YUKON/N.W. TERRITORIES | 40-X | .5<br>.3%<br>100.0% | .1<br>.1%<br>21.9% | *<br>*<br>1.6% | - | .2<br>.3%<br>44.1% | .3<br>.3%<br>55.9% |
| CANADA (UNSPECIFIED) | 40-R | .2<br>.1%<br>100.0% | .2<br>.2%<br>100.0% | - | - | *<br>*<br>4.8% | .2<br>.2%<br>95.2% |
| ** U.S.A. ** | | 39.5<br>21.4%<br>100.0% | 30.4<br>24.7%<br>76.9% | 2.9<br>10.7%<br>9.9% | 5.3<br>21.1%<br>13.4% | 24.3<br>27.4%<br>61.5% | 15.1<br>15.7%<br>38.3% |
| ** PACIFIC NORTHWEST** WASHINGTON | 41-1 | 3.3<br>1.8%<br>100.0% | 3.3<br>2.6%<br>100.0% | - | - | 2.3<br>2.6%<br>70.7% | 1.0<br>1.0%<br>29.3% |
| ** CALIFORNIA ** | 41-2 | 8.0<br>4.3%<br>100.0% | 6.4<br>5.2%<br>80.2% | .6<br>1.7%<br>7.7% | .9<br>3.5%<br>11.0% | 7.1<br>8.0%<br>38.5% | .9<br>1.0%<br>11.5% |
| ** N.W. STATES ** | | 4.5<br>2.4%<br>100.0% | 1.4<br>1.2%<br>32.3% | .2<br>.5%<br>3.8% | 2.8<br>11.4%<br>63.9% | .3<br>.3%<br>6.8% | 4.2<br>4.3%<br>93.2% |
| ** S.W. STATES ** | | 1.0<br>.6%<br>100.0% | .9<br>.7%<br>85.8% | *<br>.1%<br>4.7% | .1<br>.3%<br>7.3% | .8<br>.9%<br>72.7% | .3<br>.3%<br>27.3% |
| ** W.N. CENTRAL ** | | .4<br>.2%<br>100.0% | .4<br>.3%<br>95.5% | *<br>*<br>4.5% | - | .4<br>.4%<br>95.5% | *<br>*<br>4.5% |
| ** W.S. CENTRAL ** | | 12.5<br>6.8%<br>100.0% | 10.0<br>8.2%<br>80.1% | 1.3<br>3.6%<br>10.4% | 1.4<br>5.4%<br>10.9% | 7.2<br>8.2%<br>57.8% | 5.2<br>5.4%<br>41.6% |
| TEXAS | 42-2 | 9.7<br>5.3%<br>100.0% | 7.2<br>5.9%<br>74.4% | 1.3<br>3.6%<br>13.4% | 1.4<br>5.4%<br>14.0% | 5.6<br>6.3%<br>57.9% | 4.0<br>4.2%<br>41.3% |
| ** EAST CENTRAL ** | | 3.2<br>1.7%<br>100.0% | 1.9<br>1.6%<br>60.7% | 1.2<br>3.4%<br>39.1% | *<br>.1%<br>.7% | 2.6<br>2.9%<br>30.6% | .6<br>.6%<br>19.4% |

CONTINUED

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                         ORIGIN
                              #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)====================#
                                          +-------------PURPOSE---------------++-------EXPERIENCE------+
                                                                    SKI
                                                          SKI       AND
                                               SKI        AND    BUSINESS/    FIRST       REPEAT
                                   TOTAL     VACATION     VFR    CONVENTION   VISIT       VISIT

** NORTH EASTERN                    4.0        4.0         *         -         2.5         1.5
     SEABOARD  **                   2.2%       3.2%       .1%                  2.8%        1.6%
                                  100.0%      98.8%      1.2%                 61.8%       38.2%

** SOUTH EASTERN                    2.1        1.6        .4         -         .7          1.3
     SEABOARD  **                   1.1%       1.3%      1.2%                  .8%         1.4%
                                  100.0%      78.4%     21.6%                 35.8%       64.2%

** NON-CONTIGUOUS                    .5         .4         -         .1        .4          .1
   UNITED STATES  **                 .3%        .3%                  .4%       .5%         .1%
                                  100.0%      81.6%                18.4%      81.6%       18.4%

 ** OTHER FOREIGN **               19.7       11.7        4.5       2.5       13.2         6.5
                                   10.7%       9.5%     12.2%     10.0%      14.9%        6.8%
                                  100.0%      59.2%     22.6%     12.7%      66.9%       33.1%

** EUROPEAN                         6.0         .8        2.4       2.0        2.1         3.9
      COUNTRIES **                  3.2%        .6%      6.6%      7.9%       2.3%        4.1%
                                  100.0%      13.3%     40.2%     33.3%      34.6%       65.4%

U.K.                    44-5        4.3         .5        1.8       2.0        1.5         2.8
                                    2.3%        .4%      5.0%      7.9%       1.7%        2.9%
                                  100.0%      10.5%     42.9%     46.6%      34.3%       65.7%

** AUSTRALASIA **                  13.0       10.5        1.7        .5       10.4         2.6
                                    7.0%       8.5%      4.7%      1.9%      11.8%        2.7%
                                  100.0%      80.6%     13.2%      3.7%      90.3%       19.7%

AUSTRALIA               44-6        8.0        6.4        1.2        .5        6.6         1.4
                                    4.3%       5.2%      3.2%      1.9%       7.5%        1.4%
                                  100.0%      79.5%     14.5%      6.0%      82.8%       17.2%

JAPAN                   44-7        1.3        1.2         *         -         1.1          .1
                                     .7%       1.0%        *                  1.3%         .1%
                                  100.0%      99.0%      1.0%                 91.1%        8.9%

** ALL OTHER                         .7         .4         .3        -          .7          .1
      COUNTRIES **                   .4%        .3%        .9%                  .8%         .1%
                                  100.0%      55.1%     44.9%                 93.0%        7.0%

BASE: SKI DAYS (000'S)            184.8      122.9       36.4      25.1       88.7        96.0
                                   99.8%      99.9%     99.9%    100.0%      99.9%       99.9%
                                  100.0%      66.5%     19.7%     13.6%      48.0%       51.9%
```

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                          ORIGIN


                                 #========================================SKIER PROFILE==========================================#
                                       +-----------SKILL-----------++-------------------------------AGE-------------------------------+
                                  GRAND BEGIN- INTER-  AD-                12-17   18-24   25-29   30-34   35-39   40-44   45-49   50-54    55+
                                  TOTAL    NER MEDIATE VANCED EXPERT      YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS

** ALBERTA **               40-9  1578.9  156.7  738.7  554.2  129.3  490.4  448.1  254.4  127.4  127.3   76.4    8.8   23.4   21.7
                                   89.5%  89.3%  89.6%  90.5%  85.9%  98.1%  88.4%  84.2%  84.7%  89.0%  88.8%  43.5%  86.3%  83.7%
                                  100.0%   9.9%  46.8%  35.1%   8.2%  31.1%  28.4%  16.1%   8.1%   8.1%   4.8%    .6%   1.5%   1.4%

**CALGARY & REGION **              679.2   54.0  328.1  210.0   87.2  190.7  209.1  117.6   39.8   56.7   46.3    5.8    5.2    7.6
                                   38.5%  30.7%  39.8%  34.3%  57.9%  38.1%  41.2%  38.9%  26.5%  39.7%  53.8%  28.7%  19.1%  29.5%
                                  100.0%   7.9%  48.3%  30.9%  12.8%  28.1%  30.8%  17.3%   5.9%   8.4%   6.8%    .9%    .8%   1.1%

 CALGARY METRO              76-1   613.3   49.7  294.1  189.0   80.5  178.2  194.0  106.1   31.7   43.4   44.4    4.9    5.2    5.1
                                   34.8%  28.3%  35.7%  30.9%  53.5%  35.7%  38.3%  35.1%  21.0%  30.3%  51.6%  24.0%  19.1%  19.7%
                                  100.0%   8.1%  47.9%  30.9%  13.1%  29.1%  31.6%  17.3%   5.2%   7.1%   7.2%    .8%    .8%    .8%

 CALGARY OTHER              76-2    65.9    4.3   34.0   21.0    6.7   12.4   15.1   11.5    8.1   13.4    1.9     .9      -    2.5
                                    3.7%   2.4%   4.1%   3.4%   4.4%   2.5%   3.0%   3.8%   5.4%   9.3%   2.2%   4.7%           9.7%
                                  100.0%   6.5%  51.6%  31.8%  10.1%  18.9%  23.0%  17.5%  12.4%  20.3%   2.9%   1.4%           3.8%

** HINTERLAND **                    86.6   22.8   45.8   18.1      -   30.7   17.9   12.2   17.1    2.6      -      -    6.2      -
                                    4.9%  13.0%   5.6%   3.0%          6.1%   3.5%   4.0%  11.4%   1.8%                22.8%
                                  100.0%  26.3%  52.9%  20.9%         35.4%  20.7%  14.0%  19.7%   3.0%                 7.1%

 HINTERLAND NORTH           76-3    36.0    5.9   17.3   12.8      -    4.9   12.4    7.4    8.7    2.6      -      -      -      -
                                    2.0%   3.3%   2.1%   2.1%          1.0%   2.4%   2.5%   5.8%   1.8%
                                  100.0%  16.3%  48.1%  35.6%         13.7%  34.4%  20.6%  24.1%   7.2%

 HINTERLAND SOUTH EAST      76-4    50.6   16.9   28.5    5.3      -   25.8    5.5    4.7    8.4      -      -      -    6.2      -
                                    2.9%   9.6%   3.5%    .9%          5.2%   1.1%   1.6%   5.6%                       22.8%
                                  100.0%  33.4%  56.2%  10.4%         50.9%  10.9%   9.4%  16.6%                       12.2%

**EDMONTON & OTHER                 602.1   42.6  267.8  256.0   35.6  173.4  177.1  104.5   55.7   63.3   19.7    3.0    5.0      -
 CENTRES **                        34.1%  24.3%  32.5%  41.8%  23.7%  34.7%  34.9%  34.6%  37.0%  44.3%  22.9%  14.8%  18.6%
                                  100.0%   7.1%  44.5%  42.5%   5.9%  28.8%  29.4%  17.4%   9.2%  10.5%   3.3%    .5%    .8%

 EDMONTON METRO             76-5   365.4   34.3  157.3  151.2   22.7  120.4  110.0   52.1   34.1   33.3    7.2    3.0    5.0      -
                                   20.7%  19.5%  19.1%  24.7%  15.1%  24.1%  21.7%  17.2%  22.7%  23.3%   8.4%  14.8%  18.6%
                                  100.0%   9.4%  43.0%  41.4%   6.2%  32.9%  30.1%  14.3%   9.3%   9.1%   2.0%    .8%   1.4%

 GREATER EDMONTON           76-6   112.2    4.8   52.5   45.3    9.7   36.8   30.5   11.8    5.0   18.5    9.6      -      -      -
                                    6.4%   2.7%   6.4%   7.4%   6.4%   7.4%   6.0%   3.9%   3.3%  13.0%  11.2%
                                  100.0%   4.2%  46.8%  40.3%   8.6%  32.8%  27.2%  10.5%   4.4%  16.5%   8.6%

 JASPER/HINTON/EDSON        76-7    30.2    2.1   17.6   10.5      -    2.7    3.2   15.2    2.5    5.3    1.2      -      -      -
                                    1.7%   1.2%   2.1%   1.7%           .5%    .6%   5.0%   1.7%   3.7%   1.4%
                                  100.0%   6.9%  58.4%  34.7%          8.9%  10.7%  50.3%   8.4%  17.6%   4.1%
```

CONTINUED

```
                    ORIGIN

                          #=======================================================SKIER PROFILE========================================================#
                                   +--------------SKILL---------------++--------------------------------------AGE--------------------------------------+
                              GRAND   BEGIN-   INTER-      AD-              12-17    18-24    25-29    30-34    35-39    40-44    45-49    50-54      55+
                              TOTAL      NER  MEDIATE   VANCED   EXPERT    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS

LETHBRIDGE          76-8       61.4       .6     25.3     32.2      3.3      5.3     19.7     23.7     12.6        -        -        -        -        -
                               3.5%      .3%     3.1%     5.3%     2.2%     1.1%     3.9%     7.8%     8.4%
                             100.0%     1.0%    41.2%    52.5%     5.4%     8.7%    32.1%    38.6%    20.6%

RED DEER            76-9       33.0       .9     15.1     16.9        -      8.3     13.7      1.8      1.4      6.2      1.7        -        -        -
                               1.9%      .5%     1.8%     2.8%              1.7%     2.7%      .6%      .9%     4.3%     1.9%
                             100.0%     2.8%    45.8%    51.3%             25.1%    41.5%     5.5%     4.3%    18.7%     5.1%

**REGIONAL **                 210.9     37.3     97.0     70.1      6.5     95.6     43.9     20.1     14.9      4.6     10.4        -      7.0     14.0
                              12.0%    21.3%    11.8%    11.5%     4.3%    19.1%     8.7%     6.6%     9.9%     3.2%    12.1%             25.7%    54.2%
                             100.0%    17.7%    46.0%    33.3%     3.1%    45.3%    20.8%     9.5%     7.1%     2.2%     4.9%              3.3%     6.7%

COLD LAKE           77-1       16.5      1.9      8.7      5.9        -     10.6      2.7        -      2.8        -        -        -        -        -
                                .9%     1.1%     1.1%     1.0%              2.1%      .5%               1.9%
                             100.0%    11.5%    52.8%    35.7%             64.4%    16.1%              17.2%

GRAND PRAIRIE       77-2       20.9      1.4      5.8      7.6      6.1      7.6      8.7      1.0       .4      3.2        -        -        -        -
                               1.2%      .8%      .7%     1.2%     4.0%     1.5%     1.7%      .3%      .3%     2.3%
                             100.0%     6.7%    27.9%    36.4%    29.0%    36.3%    41.5%     4.9%     1.8%    15.4%

MEDICINE HAT        77-3       27.4      7.3     13.0      7.0        -     14.4      5.2      6.5      1.3        -        -        -        -        -
                               1.6%     4.2%     1.6%     1.1%              2.9%     1.0%     2.1%      .8%
                             100.0%    26.9%    47.7%    25.4%             52.7%    19.0%    23.7%     4.6%

NORTH CENTRAL       77-4       54.8     18.4     27.7      8.7        -     36.1      9.5      4.4        -      1.4      2.6        -       .8        -
                               3.1%    10.5%     3.4%     1.4%              7.2%     1.9%     1.5%              1.0%     3.0%              2.8%
                             100.0%    33.5%    50.6%    15.9%             65.8%    17.4%     8.1%              2.5%     4.8%              1.4%

SOUTH CENTRAL       77-5       55.8      5.3     26.5     23.6       .4     14.7     11.8      7.9      2.9        -      3.8        -      2.3     12.4
                               3.2%     3.0%     3.2%     3.9%      .3%     2.9%     2.3%     2.6%     1.9%              4.4%              8.5%    47.7%
                             100.0%     9.5%    47.5%    42.3%      .7%    26.3%    21.2%    14.2%     5.2%              6.8%              4.1%    22.2%

SOUTH WEST          77-6       35.5      3.0     15.1     17.4        -     12.2      6.1       .2      7.5        -      3.9        -      3.9      1.7
                               2.0%     1.7%     1.8%     2.8%              2.4%     1.2%      .1%     5.0%              4.6%             14.4%     6.5%
                             100.0%     8.5%    42.6%    48.9%             34.3%    17.0%      .6%    21.2%             11.1%             11.0%     4.7%

NON RESIDENTS       77-9      184.8     18.9     85.7     58.1     21.2      9.5     58.9     47.6     23.0     15.7      9.6     11.4      3.7      4.2
                              10.5%    10.7%    10.4%     9.5%    14.1%     1.9%    11.6%    15.8%    15.3%    11.0%    11.2%    56.5%    13.7%    16.3%
                             100.0%    10.2%    46.4%    31.4%    11.5%     5.1%    31.9%    25.8%    12.4%     8.5%     5.2%     6.2%     2.0%     2.3%

** OTHER CANADA **            125.6     14.5     60.3     37.1     12.8      7.3     45.8     27.8     15.4      8.8      7.2      7.0      2.4      2.7
                               7.1%     8.3%     7.3%     6.1%     8.5%     1.5%     9.0%     9.2%    10.3%     6.2%     8.4%    34.5%     8.8%    10.5%
                             100.0%    11.6%    48.0%    29.6%    10.2%     5.8%    36.4%    22.1%    12.3%     7.0%     5.8%     5.6%     1.9%     2.2%

    CONTINUED
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ORIGIN

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| NEWFOUNDLAND | 40-1 | .7 | .7 | * | - | - | - | * | - | - | - | .7 | - | - | - |
| | | * | .4% | * | | | | * | | | | .8% | | | |
| | | 100.0% | 93.4% | 6.6% | | | | 6.6% | | | | 93.4% | | | |
| NEW BRUNSWICK | 40-2 | 1.6 | .2 | .6 | .6 | .3 | .3 | .3 | .7 | .2 | - | - | - | - | - |
| | | .1% | .1% | .1% | .1% | .2% | .1% | .1% | .2% | .2% | | | | | |
| | | 100.0% | 9.6% | 34.3% | 36.5% | 19.6% | 20.8% | 21.2% | 43.7% | 14.4% | | | | | |
| NOVA SCOTIA | 40-3 | 1.9 | - | 1.7 | .3 | - | * | .7 | .3 | .1 | - | - | .4 | - | .4 |
| | | .1% | | .2% | * | | * | .1% | .1% | * | | | 2.2% | | 1.7% |
| | | 100.0% | | 86.3% | 13.7% | | 2.1% | 35.0% | 13.7% | 3.9% | | | 23.0% | | 22.4% |
| P.E.I. | 40-4 | * | * | - | - | - | - | * | - | - | - | - | - | - | - |
| | | * | * | | | | | * | | | | | | | |
| | | 100.0% | 100.0% | | | | | 100.0% | | | | | | | |
| QUEBEC | 40-5 | 12.1 | 1.0 | 4.0 | 4.8 | 2.3 | .2 | 3.3 | 4.1 | 1.8 | .7 | .6 | 1.0 | - | .3 |
| | | .7% | .6% | .5% | .8% | 1.6% | * | .6% | 1.4% | 1.2% | .5% | .7% | 5.1% | | 1.1% |
| | | 100.0% | 8.1% | 33.0% | 39.5% | 19.4% | 1.6% | 27.2% | 34.1% | 15.1% | 6.0% | 5.1% | 8.5% | | 2.3% |
| ONTARIO | 40-6 | 43.8 | 2.5 | 20.4 | 14.8 | 5.2 | 1.2 | 19.4 | 6.2 | 6.3 | 2.6 | 2.2 | 2.9 | .9 | 1.1 |
| | | 2.5% | 1.4% | 2.5% | 2.4% | 3.5% | .2% | 3.8% | 2.0% | 4.2% | 1.3% | 2.6% | 14.4% | 3.3% | 4.1% |
| | | 100.0% | 5.8% | 46.5% | 33.7% | 12.0% | 2.7% | 44.2% | 14.1% | 14.3% | 6.0% | 5.0% | 6.6% | 2.0% | 2.4% |
| MANITOBA | 40-7 | 17.7 | 3.1 | 9.9 | 2.5 | 2.2 | 2.4 | 5.0 | 3.2 | 2.8 | 1.4 | 1.5 | .8 | .2 | .5 |
| | | 1.0% | 1.8% | 1.2% | .4% | 1.4% | .5% | 1.0% | 1.1% | 1.8% | .9% | 1.7% | 4.0% | .8% | 1.8% |
| | | 100.0% | 17.6% | 55.8% | 14.2% | 12.3% | 13.8% | 28.1% | 18.1% | 15.7% | 7.7% | 8.4% | 4.5% | 1.2% | 2.6% |
| SASKATCHEWAN | 40-8 | 26.4 | 5.8 | 16.0 | 4.5 | .1 | 2.3 | 8.4 | 6.3 | 3.1 | 2.0 | 1.6 | 1.3 | 1.1 | .3 |
| | | 1.5% | 3.3% | 1.9% | .7% | .1% | .5% | 1.7% | 2.1% | 2.1% | 1.4% | 1.9% | 6.7% | 4.2% | 1.1% |
| | | 100.0% | 21.8% | 60.7% | 17.0% | .5% | 8.6% | 31.8% | 23.7% | 11.9% | 7.5% | 6.0% | 5.1% | 4.4% | 1.1% |
| BRITISH COLUMBIA | 40-0 | 20.5 | 1.0 | 7.5 | 9.6 | 2.4 | .9 | 8.6 | 6.5 | 1.1 | 2.1 | .6 | .4 | .1 | .1 |
| | | 1.2% | .6% | .9% | 1.6% | 1.6% | .2% | 1.7% | 2.2% | .7% | 1.5% | .7% | 2.2% | .5% | .3% |
| | | 100.0% | 5.0% | 36.7% | 46.7% | 11.6% | 4.4% | 41.9% | 31.6% | 5.4% | 10.3% | 3.1% | 2.2% | .7% | .4% |
| YUKON/N.W. TERRITORIES | 40-X | .5 | .2 | * | .1 | .2 | - | * | .5 | - | - | * | - | - | - |
| | | * | .1% | * | * | .1% | | * | .2% | | | * | | | |
| | | 100.0% | 44.1% | 6.0% | 15.9% | 34.0% | | 9.4% | 88.2% | | | 2.4% | | | |
| CANADA (UNSPECIFIED) | 40-R | .2 | - | .2 | .1 | - | - | - | .1 | - | - | - | - | - | .1 |
| | | * | | * | * | | | | * | | | | | | .5% |
| | | 100.0% | | 70.4% | 29.6% | | | | 40.8% | | | | | | 59.2% |

CONTINUED

ORIGIN

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| ** U.S.A. ** | | 39.5 | 2.7 | 19.4 | 14.7 | 2.7 | 2.4 | 8.4 | 10.7 | 6.2 | 4.9 | 2.0 | 3.1 | .8 | 1.3 |
| | | 2.2% | 1.5% | 2.4% | 2.4% | 1.8% | .4% | 1.7% | 3.5% | 4.1% | 3.4% | 2.3% | 15.3% | 2.8% | 5.1% |
| | | 100.0% | 6.9% | 49.1% | 37.2% | 6.9% | 5.3% | 21.4% | 27.2% | 15.7% | 12.3% | 5.0% | 7.8% | 1.9% | 3.3% |
| ** PACIFIC NORTHWEST** WASHINGTON | 41-1 | 3.3 | - | 1.2 | 1.2 | .9 | - | .9 | .7 | .4 | - | 1.0 | .3 | - | - |
| | | .2% | | .1% | .2% | .6% | | .2% | .2% | .3% | | 1.2% | 1.3% | | |
| | | 100.0% | | 36.5% | 37.1% | 26.4% | | 27.9% | 21.5% | 11.8% | | 30.9% | 7.9% | | |
| ** CALIFORNIA ** | 41-2 | 8.0 | .1 | 5.6 | 2.0 | .3 | * | .7 | 2.5 | 1.0 | 1.9 | * | 1.2 | .3 | .4 |
| | | .5% | .1% | .7% | .3% | .2% | * | .1% | .8% | .7% | 1.3% | * | 6.0% | 1.0% | 1.4% |
| | | 100.0% | 1.7% | 69.7% | 24.8% | 3.8% | .4% | 8.7% | 31.4% | 12.5% | 23.7% | .1% | 15.1% | 3.5% | 4.6% |
| ** N.W. STATES ** | | 4.5 | - | .4 | 3.3 | .7 | .2 | 3.4 | .6 | - | - | - | .3 | - | * |
| | | .3% | | * | .5% | .5% | * | .7% | .2% | | | | 1.6% | | * |
| | | 100.0% | | 9.2% | 74.5% | 16.3% | 3.7% | 76.3% | 12.6% | | | | 7.3% | | .1% |
| ** S.W. STATES ** | | 1.0 | * | .4 | .2 | .4 | - | .1 | .5 | - | .2 | - | - | .2 | - |
| | | .1% | * | .1% | * | .2% | | * | .2% | | .1% | | | .9% | |
| | | 100.0% | 4.7% | 40.2% | 20.0% | 35.2% | | 14.2% | 45.6% | | 17.8% | | | 22.4% | |
| ** W.N. CENTRAL ** | | .4 | * | .4 | - | - | * | * | - | - | .4 | * | - | - | - |
| | | * | * | * | | | * | * | | | .2% | * | | | |
| | | 100.0% | 2.0% | 98.0% | | | 3.5% | 2.0% | | | 93.5% | 1.1% | | | |
| ** W.S. CENTRAL ** | | 12.5 | 2.5 | 6.5 | 3.3 | .2 | .4 | 1.9 | 5.5 | 1.8 | 1.5 | .4 | .6 | .2 | .3 |
| | | .7% | 1.4% | .8% | .5% | .2% | .1% | .4% | 1.8% | 1.2% | 1.0% | .4% | 2.8% | .7% | 1.2% |
| | | 100.0% | 19.8% | 52.2% | 26.2% | 1.9% | 3.0% | 15.2% | 43.9% | 14.6% | 12.0% | 2.9% | 4.6% | 1.5% | 2.4% |
| TEXAS | 42-2 | 9.7 | 2.4 | 5.5 | 1.8 | - | * | 1.6 | 4.3 | 1.5 | 1.5 | .1 | .6 | * | .1 |
| | | .6% | 1.4% | .7% | .3% | | * | .3% | 1.4% | 1.0% | 1.0% | .2% | 2.8% | * | .3% |
| | | 100.0% | 25.1% | 56.3% | 18.5% | | .1% | 16.2% | 44.6% | 15.7% | 15.4% | 1.3% | 5.9% | .1% | .7% |
| ** EAST CENTRAL ** | | 3.2 | * | 1.9 | 1.2 | - | 1.5 | .2 | .3 | .2 | * | .4 | .4 | - | .2 |
| | | .2% | * | .2% | .2% | | .3% | * | .1% | .1% | * | .5% | 1.9% | | .7% |
| | | 100.0% | 1.1% | 61.1% | 37.8% | | 47.0% | 5.8% | 10.1% | 4.9% | .8% | 13.9% | 12.1% | | 5.4% |
| ** NORTH EASTERN SEABOARD ** | | 4.0 | - | 2.0 | 1.9 | .1 | - | .4 | .6 | 1.9 | .2 | * | .3 | .1 | .5 |
| | | .2% | | .2% | .3% | .1% | | .1% | .2% | 1.2% | .2% | * | 1.7% | .2% | 1.7% |
| | | 100.0% | | 50.2% | 47.2% | 2.6% | | 9.2% | 16.0% | 46.8% | 5.7% | .8% | 8.7% | 1.5% | 11.3% |
| ** SOUTH EASTERN SEABOARD ** | | 2.1 | * | .6 | 1.5 | - | * | .7 | - | .6 | .6 | .1 | - | - | * |
| | | .1% | * | .1% | .2% | | * | .1% | | .4% | .4% | .2% | | | .1% |
| | | 100.0% | .5% | 28.5% | 71.0% | | .5% | 35.1% | | 29.7% | 27.1% | 6.5% | | | 1.1% |

CONTINUED

ORIGIN

| | | SKIER PROFILE<br>SKILL<br>GRAND TOTAL | <br><br>BEGIN-NER | <br><br>INTER-MEDIATE | <br><br>AD-VANCED | <br><br>EXPERT | <br>AGE<br>12-17 YEARS | <br><br>18-24 YEARS | <br><br>25-29 YEARS | <br><br>30-34 YEARS | <br><br>35-39 YEARS | <br><br>40-44 YEARS | <br><br>45-49 YEARS | <br><br>50-54 YEARS | <br><br>55+ YEARS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ** NON-CONTIGUOUS UNITED STATES ** | | .5<br>*<br>100.0% | - | .3<br>*<br>60.6% | .1<br>*<br>18.4% | .1<br>.1%<br>21.0% | - | .1<br>*<br>18.4% | - | .3<br>.2%<br>60.6% | .1<br>.1%<br>21.0% | - | - | - | - |
| ** OTHER FOREIGN ** | | 19.7<br>1.1%<br>100.0% | 1.6<br>.9%<br>8.3% | 6.1<br>.7%<br>30.7% | 6.3<br>1.0%<br>31.9% | 5.7<br>3.8%<br>29.1% | *<br>*<br>.1% | 4.7<br>.9%<br>23.8% | 9.1<br>3.0%<br>46.2% | 1.4<br>.9%<br>7.0% | 2.0<br>1.4%<br>10.2% | .4<br>.4%<br>1.9% | 1.4<br>6.8%<br>6.9% | .6<br>2.1%<br>2.9% | .2<br>.7%<br>1.0% |
| ** EUROPEAN COUNTRIES ** | | 6.0<br>.3%<br>100.0% | .3<br>.2%<br>4.5% | 3.0<br>.4%<br>49.4% | 2.7<br>.4%<br>45.3% | *<br>*<br>.8% | *<br>*<br>.4% | .7<br>.1%<br>11.4% | 2.6<br>.9%<br>43.0% | .6<br>.4%<br>10.4% | 2.0<br>1.4%<br>33.5% | .1<br>.1%<br>1.1% | - | - | *<br>*<br>.2% |
| U.K. | 44-5 | 4.3<br>.2%<br>100.0% | .1<br>.1%<br>3.3% | 1.9<br>.2%<br>45.4% | 2.2<br>.4%<br>50.6% | *<br>*<br>.8% | - | .4<br>.1%<br>8.6% | 1.6<br>.5%<br>38.4% | .2<br>.2%<br>5.8% | 2.0<br>1.4%<br>46.9% | *<br>*<br>.3% | - | - | - |
| ** AUSTRALASIA ** | | 13.0<br>.7%<br>100.0% | 1.0<br>.6%<br>7.8% | 3.1<br>.4%<br>23.8% | 3.2<br>.5%<br>24.6% | 5.7<br>3.8%<br>43.8% | - | 4.0<br>.8%<br>30.6% | 6.5<br>2.2%<br>50.1% | .8<br>.5%<br>5.9% | - | - | 1.0<br>4.9%<br>7.7% | .6<br>2.1%<br>4.3% | .2<br>.7%<br>1.4% |
| AUSTRALIA | 44-6 | 8.0<br>.5%<br>100.0% | .2<br>.1%<br>2.0% | 2.0<br>.2%<br>25.5% | 2.8<br>.5%<br>35.4% | 3.0<br>2.0%<br>37.0% | - | 3.7<br>.7%<br>45.8% | 2.1<br>.7%<br>26.7% | .5<br>.3%<br>5.8% | - | - | 1.0<br>4.9%<br>12.4% | .6<br>2.1%<br>7.0% | .2<br>.7%<br>2.3% |
| JAPAN | 44-7 | 1.3<br>.1%<br>100.0% | .3<br>.2%<br>25.5% | .7<br>.1%<br>57.0% | .1<br>*<br>11.4% | .1<br>.1%<br>6.1% | - | .3<br>.1%<br>24.0% | .9<br>.3%<br>68.2% | .1<br>.1%<br>7.8% | - | - | - | - | - |
| ** ALL OTHER COUNTRIES ** | | .7<br>*<br>100.0% | .3<br>.2%<br>46.2% | *<br>*<br>1.0% | .4<br>.1%<br>52.8% | - | - | *<br>*<br>5.4% | *<br>*<br>4.0% | - | - | .3<br>.3%<br>40.4% | .4<br>1.8%<br>50.2% | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 175.6<br>100.1%<br>10.0% | 824.4<br>99.5%<br>46.7% | 612.3<br>99.7%<br>34.7% | 150.5<br>100.2%<br>8.5% | 499.8<br>99.9%<br>28.3% | 507.0<br>100.1%<br>28.7% | 302.0<br>100.0%<br>17.1% | 150.4<br>100.0%<br>8.5% | 143.0<br>99.8%<br>8.1% | 86.0<br>99.9%<br>4.9% | 20.2<br>100.2%<br>1.1% | 27.1<br>100.0%<br>1.5% | 25.9<br>100.2%<br>1.5% |

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                        ORIGIN

                            #==========================================SKIER PROFILE=========================================#
                                   +-----------------RESIDENT AGE------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                             GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39    40+
                             TOTAL   RES.  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS   MALE FEMALE  UPPER MIDDLE  LOWER STUDENT

** ALBERTA **         40-9  1578.9 1578.9  490.4  448.1  254.4  127.4  127.3  130.2  979.1  599.8  241.9  356.7  175.4  600.0
                              89.5% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%  88.4%  91.4%  81.5%  86.8%  87.4%  95.5%
                             100.0% 100.0%  31.1%  28.4%  16.1%   8.1%   8.1%   8.2%  62.0%  38.0%  15.3%  22.6%  11.1%  38.0%

**CALGARY & REGION **        679.2  679.2  190.7  209.1  117.6   39.8   56.7   64.9  392.3  287.0  102.4  164.5   62.3  255.5
                              38.5%  43.0%  38.9%  46.7%  46.2%  31.2%  44.6%  49.9%  35.4%  43.7%  34.5%  40.0%  31.0%  40.7%
                             100.0% 100.0%  26.1%  30.8%  17.3%   5.9%   8.4%   9.6%  57.8%  42.2%  15.1%  24.2%   9.2%  37.6%

 CALGARY METRO        76-1   613.3  613.3  178.2  194.0  106.1   31.7   43.4   59.5  371.4  241.9   91.2  149.7   49.7  243.0
                              34.8%  38.8%  36.3%  43.3%  41.7%  24.8%  34.1%  45.7%  33.5%  36.8%  30.7%  36.4%  24.8%  38.7%
                             100.0% 100.0%  29.1%  31.6%  17.3%   5.2%   7.1%   9.7%  60.6%  39.4%  14.9%  24.4%   8.1%  39.6%

 CALGARY OTHER        76-2    65.9   65.9   12.4   15.1   11.5    8.1   13.4    5.3   20.9   45.0   11.3   14.8   12.6   12.4
                               3.7%   4.2%   2.5%   3.4%   4.5%   6.4%  10.5%   4.1%   1.9%   6.9%   3.8%   3.6%   6.3%   2.0%
                             100.0% 100.0%  18.9%  23.0%  17.5%  12.4%  20.3%   8.1%  31.7%  68.3%  17.1%  22.5%  19.1%  18.9%

** HINTERLAND **              86.6   86.6   30.7   17.9   12.2   17.1    2.6    6.2   53.2   33.4   13.0   19.0   17.4   28.3
                               4.9%   5.5%   6.3%   4.0%   4.8%  13.4%   2.0%   4.7%   4.8%   5.1%   4.4%   4.6%   8.7%   4.5%
                             100.0% 100.0%  35.4%  20.7%  14.0%  19.7%   3.0%   7.1%  61.5%  38.5%  15.0%  22.0%  20.1%  32.6%

 HINTERLAND NORTH     76-3    36.0   36.0    4.9   12.4    7.4    8.7    2.6      -   26.5    9.5    5.7    2.7   16.5    2.5
                               2.0%   2.3%   1.0%   2.8%   2.9%   6.8%   2.0%          2.4%   1.5%   1.9%    .7%   8.2%    .4%
                             100.0% 100.0%  13.7%  34.4%  20.6%  24.1%   7.2%         73.5%  26.5%  15.9%   7.6%  45.9%   7.0%

 HINTERLAND SOUTH EAST76-4    50.6   50.6   25.8    5.5    4.7    8.4      -    6.2   26.8   23.9    7.2   16.3     .9   25.8
                               2.9%   3.2%   5.3%   1.2%   1.9%   6.6%          4.7%   2.4%   3.6%   2.4%   4.0%    .5%   4.1%
                             100.0% 100.0%  50.9%  10.9%   9.4%  16.6%         12.2%  52.9%  47.1%  14.3%  32.2%   1.8%  50.9%

**EDMONTON & OTHER           602.1  602.1  173.4  177.1  104.5   55.7   63.3   27.7  400.0  202.1  110.8  130.3   78.1  216.0
 CENTRES **                   34.1%  38.1%  35.4%  39.5%  41.1%  43.7%  49.8%  21.3%  36.1%  30.8%  37.3%  31.7%  38.9%  34.4%
                             100.0% 100.0%  28.8%  29.4%  17.4%   9.2%  10.5%   4.6%  66.4%  33.6%  18.4%  21.6%  13.0%  35.9%

 EDMONTON METRO       76-5   365.4  365.4  120.4  110.0   52.1   34.1   33.3   15.2  237.7  127.7   70.0   50.5   43.0  159.3
                              20.7%  23.1%  24.5%  24.5%  20.5%  26.8%  26.2%  11.7%  21.5%  19.4%  23.6%  12.3%  21.4%  25.3%
                             100.0% 100.0%  32.9%  30.1%  14.3%   9.3%   9.1%   4.2%  65.1%  34.9%  19.2%  13.8%  11.8%  43.6%

 GREATER EDMONTON     76-6   112.2  112.2   36.8   30.5   11.8    5.0   18.5    9.6   83.9   28.3   25.9   31.8    7.4   37.6
                               6.4%   7.1%   7.5%   6.8%   4.6%   3.9%  14.6%   7.4%   7.6%   4.3%   8.7%   7.7%   3.7%   6.0%
                             100.0% 100.0%  32.8%  27.2%  10.5%   4.4%  16.5%   8.6%  74.8%  25.2%  23.1%  28.3%   6.6%  33.5%

 JASPER/HINTON/EDSON  76-7    30.2   30.2    2.7    3.2   15.2    2.5    5.3    1.2   20.7    9.4    2.9    6.7   15.9    4.6
                               1.7%   1.9%    .5%    .7%   6.0%   2.0%   4.2%   1.0%   1.9%   1.4%   1.0%   1.6%   7.9%    .7%
                             100.0% 100.0%   8.9%  10.7%  50.3%   8.4%  17.6%   4.1%  68.7%  31.3%   9.8%  22.3%  52.7%  15.2%
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CONTINUED

ORIGIN

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| LETHBRIDGE | 76-8 | 61.4 | 61.4 | 5.3 | 19.7 | 23.7 | 12.6 | - | - | 37.1 | 24.3 | 8.3 | 25.5 | 8.1 | 6.3 |
| | | 3.5% | 3.9% | 1.1% | 4.4% | 9.3% | 9.9% | | | 3.3% | 3.7% | 2.8% | 6.2% | 4.0% | 1.0% |
| | | 100.0% | 100.0% | 8.7% | 32.1% | 38.6% | 20.6% | | | 60.3% | 39.7% | 13.5% | 41.5% | 13.2% | 10.2% |
| RED DEER | 76-9 | 33.0 | 33.0 | 8.3 | 13.7 | 1.8 | 1.4 | 6.2 | 1.7 | 20.7 | 12.3 | 3.6 | 15.9 | 3.7 | 8.3 |
| | | 1.9% | 2.1% | 1.7% | 3.1% | .7% | 1.1% | 4.8% | 1.3% | 1.9% | 1.9% | 1.2% | 3.9% | 1.8% | 1.3% |
| | | 100.0% | 100.0% | 25.1% | 41.5% | 5.5% | 4.3% | 18.7% | 5.1% | 62.6% | 37.4% | 10.8% | 48.0% | 11.1% | 25.1% |
| **REGIONAL ** | | 210.9 | 210.9 | 95.6 | 43.9 | 20.1 | 14.9 | 4.6 | 31.4 | 133.5 | 77.4 | 15.7 | 42.9 | 17.6 | 100.3 |
| | | 12.0% | 13.4% | 19.5% | 9.8% | 7.9% | 11.7% | 3.6% | 24.1% | 12.1% | 11.8% | 5.3% | 10.4% | 8.8% | 16.0% |
| | | 100.0% | 100.0% | 45.3% | 20.8% | 9.5% | 7.1% | 2.2% | 14.9% | 63.3% | 36.7% | 7.5% | 20.3% | 8.3% | 47.5% |
| COLD LAKE | 77-1 | 16.5 | 16.5 | 10.6 | 2.7 | - | 2.8 | - | - | 10.5 | 6.1 | 4.1 | 1.4 | .4 | 10.3 |
| | | .9% | 1.0% | 2.2% | .6% | | 2.2% | | | .9% | .9% | 1.4% | .3% | .2% | 1.6% |
| | | 100.0% | 100.0% | 64.4% | 16.1% | | 17.2% | | | 63.3% | 36.7% | 24.7% | 8.6% | 2.3% | 62.1% |
| GRAND PRAIRIE | 77-2 | 20.9 | 20.9 | 7.6 | 8.7 | 1.0 | .4 | 3.2 | - | 18.3 | 2.7 | 1.5 | 3.6 | .5 | 6.1 |
| | | 1.2% | 1.3% | 1.6% | 1.9% | .4% | .3% | 2.5% | | 1.6% | .4% | .5% | .9% | .2% | 1.0% |
| | | 100.0% | 100.0% | 36.3% | 41.5% | 4.9% | 1.8% | 15.4% | | 87.2% | 12.8% | 7.4% | 17.0% | 2.2% | 29.0% |
| MEDICINE HAT | 77-3 | 27.4 | 27.4 | 14.4 | 5.2 | 6.5 | 1.3 | - | - | 16.5 | 10.8 | - | 6.5 | 4.0 | 16.1 |
| | | 1.6% | 1.7% | 2.9% | 1.2% | 2.6% | 1.0% | | | 1.5% | 1.7% | | 1.6% | 2.0% | 2.6% |
| | | 100.0% | 100.0% | 52.7% | 19.0% | 23.7% | 4.6% | | | 60.4% | 39.6% | | 23.6% | 14.6% | 58.8% |
| NORTH CENTRAL | 77-4 | 54.8 | 54.8 | 36.1 | 9.5 | 4.4 | - | 1.4 | 3.4 | 29.1 | 25.7 | 1.2 | 4.2 | 4.4 | 41.4 |
| | | 3.1% | 3.5% | 7.4% | 2.1% | 1.7% | | 1.1% | 2.6% | 2.6% | 3.9% | .4% | 1.0% | 2.2% | 6.6% |
| | | 100.0% | 100.0% | 65.8% | 17.4% | 8.1% | | 2.5% | 6.2% | 53.1% | 46.9% | 2.2% | 7.7% | 8.0% | 75.6% |
| SOUTH CENTRAL | 77-5 | 55.8 | 55.8 | 14.7 | 11.8 | 7.9 | 2.9 | - | 18.5 | 39.8 | 16.0 | 4.1 | 21.4 | 8.0 | 15.3 |
| | | 3.2% | 3.5% | 3.0% | 2.6% | 3.1% | 2.3% | | 14.2% | 3.6% | 2.4% | 1.4% | 5.2% | 4.0% | 2.4% |
| | | 100.0% | 100.0% | 26.3% | 21.2% | 14.2% | 5.2% | | 33.1% | 71.3% | 28.7% | 7.4% | 38.4% | 14.3% | 27.5% |
| SOUTH WEST | 77-6 | 35.5 | 35.5 | 12.2 | 6.1 | .2 | 7.5 | - | 9.5 | 19.4 | 16.1 | 4.8 | 5.8 | .4 | 11.1 |
| | | 2.0% | 2.3% | 2.5% | 1.4% | .1% | 5.9% | | 7.3% | 1.8% | 2.4% | 1.6% | 1.4% | .2% | 1.8% |
| | | 100.0% | 100.0% | 34.3% | 17.0% | .6% | 21.2% | | 26.8% | 54.7% | 45.3% | 13.4% | 16.4% | 1.1% | 31.2% |
| NON RESIDENTS | 77-9 | 184.8 | - | - | - | - | - | - | - | 128.1 | 56.7 | 55.1 | 54.1 | 25.2 | 28.3 |
| | | 10.5% | | | | | | | | 11.6% | 8.6% | 18.5% | 13.2% | 12.6% | 4.5% |
| | | 100.0% | | | | | | | | 69.3% | 30.7% | 29.8% | 29.3% | 13.6% | 15.3% |
| ** OTHER CANADA ** | | 125.6 | - | - | - | - | - | - | - | 86.1 | 39.5 | 36.2 | 39.0 | 15.2 | 23.0 |
| | | 7.1% | | | | | | | | 7.8% | 6.0% | 12.2% | 9.5% | 7.6% | 3.7% |
| | | 100.0% | | | | | | | | 68.5% | 31.5% | 28.9% | 31.1% | 12.1% | 18.3% |

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                          ORIGIN

                                #========================================SKIER PROFILE=========================================#
                                      +-----------------RESIDENT AGE------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                  GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39  40+
                                  TOTAL  RES.   YEARS  YEARS  YEARS  YEARS  YEARS  YEARS    MALE FEMALE  UPPER MIDDLE LOWER STUDENT

NEWFOUNDLAND              40-1       .7    -      -      -      -      -      -      -       .7     -      .7     -      *      -
                                      *                                                     .1%           .2%           *
                                 100.0%                                                  100.0%         93.4%         6.6%

NEW BRUNSWICK             40-2      1.6    -      -      -      -      -      -      -      1.5     .2     .3     .6     .1     .6
                                    .1%                                                     .1%      *    .1%    .2%      *    .1%
                                 100.0%                                                   90.4%   9.6%  19.7%  38.3%   5.4%  36.5%

NOVA SCOTIA               40-3      1.9    -      -      -      -      -      -      -      1.4     .5     .5     .9     -      *
                                    .1%                                                     .1%    .1%    .2%    .2%           *
                                 100.0%                                                   74.9%  25.1%  26.3%  49.6%          2.1%

P.E.I.                    40-4       *     -      -      -      -      -      -      -       *      -      -      -      *      -
                                     *                                                       *                           *
                                 100.0%                                                  100.0%                      100.0%

QUEBEC                    40-5     12.1    -      -      -      -      -      -      -      7.5    4.6    2.8    5.2     .5    1.3
                                    .7%                                                     .7%    .7%    .9%   1.3%    .2%    .2%
                                 100.0%                                                   62.1%  37.9%  22.9%  43.4%   3.8%  10.9%

ONTARIO                   40-6     43.8    -      -      -      -      -      -      -     29.4   14.5   15.8   11.4    5.8    8.0
                                   2.5%                                                    2.7%   2.2%   5.3%   2.8%   2.9%   1.3%
                                 100.0%                                                   67.0%  33.0%  35.9%  26.1%  13.3%  18.3%

MANITOBA                  40-7     17.7    -      -      -      -      -      -      -     10.3    7.4    6.1    3.1    2.4    4.4
                                   1.0%                                                     .9%   1.1%   2.1%    .9%   1.2%    .7%
                                 100.0%                                                   58.3%  41.7%  34.6%  17.5%  13.6%  24.8%

SASKATCHEWAN              40-8     26.4    -      -      -      -      -      -      -     19.1    7.3    4.6   11.8    2.3    4.8
                                   1.5%                                                    1.7%   1.1%   1.6%   2.9%   1.1%    .8%
                                 100.0%                                                   72.3%  27.7%  17.5%  44.6%   8.7%  18.3%

BRITISH COLUMBIA          40-0     20.5    -      -      -      -      -      -      -     15.4    5.1    5.4    5.7    3.8    3.7
                                   1.2%                                                    1.4%    .8%   1.8%   1.4%   1.9%    .6%
                                 100.0%                                                   75.0%  25.0%  26.5%  27.7%  18.7%  18.2%

YUKON/N.W. TERRITORIES    40-X       .5    -      -      -      -      -      -      -       .5     *      *      .2     .2     *
                                     *                                                       *      *      *     .1%    .1%     *
                                 100.0%                                                   96.4%   3.6%   2.4%  45.7%  44.1%   7.8%

CANADA (UNSPECIFIED)      40-R       .2    -      -      -      -      -      -      -       .2     -      -      *      *      -
                                     *                                                       *                    *      *
                                 100.0%                                                  100.0%                 6.4%   4.8%

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                             ORIGIN

                                *========================================SKIER PROFILE==========================================*
                                +-----------------RESIDENT AGE-------------------++-----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                 GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39   40+
                                 TOTAL  RES.   YEARS  YEARS  YEARS  YEARS  YEARS  YEARS    MALE FEMALE  UPPER MIDDLE LOWER STUDENT

  ** U.S.A. **                    39.5     -      -      -      -      -      -      -     26.0   13.5   16.3   10.5    3.9    3.9
                                  2.2%                                                     2.3%   2.1%   5.5%   2.6%   1.9%    .6%
                                100.0%                                                    65.8%  34.2%  41.4%  26.7%   9.8%   9.8%

** PACIFIC NORTHWEST** 41-1       3.3     -      -      -      -      -      -      -      1.4    1.8    1.9     .5     .T     .3
WASHINGTON                         .2%                                                      .1%    .3%    .7%    .1%            *
                                100.0%                                                    43.8%  56.2%  59.8%  14.4%          9.1%

** CALIFORNIA **       41-2       8.0     -      -      -      -      -      -      -      4.5    3.5    5.0    1.9     .5     .1
                                   .5%                                                      .4%    .5%   1.7%    .5%    .3%     *
                                100.0%                                                    56.1%  43.9%  62.9%  23.2%   6.3%   1.6%

** N.W. STATES **                 4.5     -      -      -      -      -      -      -      4.1     .3     .6     .1    3.0     .5
                                   .3%                                                      .4%     *     .2%     *    1.5%    .1%
                                100.0%                                                    92.7%   7.3%  13.8%   1.1%  68.4%  11.7%

** S.W. STATES **                 1.0     -      -      -      -      -      -      -       .9     .2     -      .5     -       *
                                   .1%                                                      .1%     *            .1%            *
                                100.0%                                                    82.2%  17.8%         44.5%          4.7%

** W.N. CENTRAL **                 .4     -      -      -      -      -      -      -       .4     -      .4     -      -       *
                                    *                                                        *            .1%                   *
                                100.0%                                                   100.0%         95.6%                 4.4%

** W.S. CENTRAL **               12.5     -      -      -      -      -      -      -      8.5    4.0    5.0    4.4     -     1.2
                                   .7%                                                      .8%    .6%   1.7%   1.1%           .2%
                                100.0%                                                    67.7%  32.3%  40.0%  35.1%          9.9%

TEXAS                  42-2       9.7     -      -      -      -      -      -      -      5.9    3.9    3.8    3.2     -      .9
                                   .6%                                                      .5%    .6%   1.3%    .8%           .1%
                                100.0%                                                    60.3%  39.7%  38.8%  33.0%          8.9%

** EAST CENTRAL **                3.2     -      -      -      -      -      -      -      1.9    1.3     .8     .7     -      .8
                                   .2%                                                      .2%    .2%    .3%    .2%           .1%
                                100.0%                                                    58.8%  41.2%  26.0%  21.4%         26.0%

** NORTH EASTERN                  4.0     -      -      -      -      -      -      -      2.2    1.8    2.3    1.0     -      .3
      SEABOARD  **                 .2%                                                      .2%    .3%    .8%    .2%           .1%
                                100.0%                                                    54.9%  45.1%  57.4%  24.9%          8.6%

** SOUTH EASTERN                  2.1     -      -      -      -      -      -      -      1.6     .5     .1    1.5     -      .4
      SEABOARD  **                 .1%                                                      .1%    .1%     *     .4%           .1%
                                100.0%                                                    77.6%  22.4%   6.4%  72.2%         21.4%

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                              ORIGIN

                                  #=========================================SKIER PROFILE==========================================#
                                          +-----------------RESIDENT AGE-------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                    GRAND   TOTAL   12-17   18-24   25-29   30-34   35-39     40+
                                    TOTAL    RES.   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS    MALE  FEMALE   UPPER  MIDDLE   LOWER STUDENT

** NON-CONTIGUOUS                      .5       -       -       -       -       -       -       -      .5       -      .1      .1      .3       -
   UNITED STATES  **                    *                                                              *               *       *     .2%
                                   100.0%                                                         100.0%           21.0%   18.4%   60.6%

 ** OTHER FOREIGN **                 19.7       -       -       -       -       -       -       -    16.0     3.7     2.5     4.6     6.1     1.4
                                     1.1%                                                            1.4%     .6%     .8%    1.1%    3.0%     .2%
                                   100.0%                                                           81.3%   18.7%   12.5%   23.1%   30.8%    7.3%

** EUROPEAN                           6.0       -       -       -       -       -       -       -     4.6     1.4      .6     1.9     2.0      .2
        COUNTRIES **                  .3%                                                             .4%     .2%     .2%     .5%    1.0%       *
                                   100.0%                                                           76.1%   23.9%   10.6%   31.1%   33.3%    3.2%

U.K.                      44-5        4.3       -       -       -       -       -       -       -     3.2     1.1      .4     1.6     2.0       *
                                      .2%                                                             .3%     .2%     .1%     .4%    1.0%       *
                                   100.0%                                                           74.6%   25.4%    8.3%   36.6%   46.6%     .2%

** AUSTRALASIA **                    13.0       -       -       -       -       -       -       -    11.0     1.9     1.8     2.3     4.1     1.2
                                      .7%                                                            1.0%     .3%     .6%     .6%    2.0%     .2%
                                   100.0%                                                           85.0%   15.0%   13.9%   17.7%   31.5%    9.5%

AUSTRALIA                 44-6        8.0       -       -       -       -       -       -       -     6.9     1.1     1.5     1.3     4.1     1.1
                                      .5%                                                             .6%     .2%     .5%     .3%    2.0%     .2%
                                   100.0%                                                           85.9%   14.1%   18.9%   16.8%   51.0%   13.2%

JAPAN                     44-7        1.3       -       -       -       -       -       -       -     1.0      .3      .3      .4       -      .2
                                      .1%                                                             .1%       *     .1%     .1%               *
                                   100.0%                                                           77.2%   22.8%   22.7%   33.4%           13.6%

** ALL OTHER                           .7       -       -       -       -       -       -       -      .4      .3       *      .4       *       *
        COUNTRIES **                    *                                                               *       *       *     .1%       *       *
                                   100.0%                                                           59.0%   41.0%    2.5%   52.8%    1.0%    4.1%

BASE: SKI DAYS (000'S)             1763.7  1578.9   490.4   448.1   254.4   127.4   127.3   130.2  1107.1   656.5   296.9   410.8   200.6   628.3
                                   100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%   99.5%   99.9%   99.9%  100.1%   99.8%   99.9%
                                   100.0%   89.5%   27.8%   25.4%   14.4%    7.2%    7.2%    7.4%   62.8%   37.2%   16.8%   23.3%   11.4%   35.6%
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| ORIGIN | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ** ALBERTA ** | 40-9 | 1578.9 | 90.6 | 392.7 | 169.3 | 480.1 | 267.9 | 92.3 | 32.7 | 2.3 | 1.3 |
| | | 89.5% | 63.8% | 88.9% | 92.8% | 95.8% | 92.4% | 93.0% | 91.9% | 53.1% | 26.4% |
| | | 100.0% | 5.7% | 24.9% | 10.7% | 30.4% | 16.9% | 5.8% | 2.1% | .1% | .1% |
| **CALGARY & REGION ** | | 679.2 | 56.8 | 192.6 | 57.5 | 198.7 | 109.0 | 30.0 | 9.8 | - | 1.0 |
| | | 38.5% | 40.0% | 43.6% | 31.5% | 39.6% | 37.7% | 30.2% | 27.6% | | 19.7% |
| | | 100.0% | 8.4% | 28.4% | 8.5% | 29.2% | 16.0% | 4.4% | 1.4% | | .1% |
| CALGARY METRO | 76-1 | 613.3 | 54.8 | 169.6 | 56.6 | 164.8 | 108.3 | 27.9 | 6.3 | - | 1.0 |
| | | 34.8% | 38.6% | 38.4% | 31.0% | 32.9% | 37.4% | 28.2% | 17.8% | | 19.7% |
| | | 100.0% | 8.9% | 27.6% | 9.2% | 26.9% | 17.7% | 4.6% | 1.0% | | .2% |
| CALGARY OTHER | 76-2 | 65.9 | 1.9 | 23.1 | .9 | 33.9 | .7 | 2.1 | 3.5 | - | - |
| | | 3.7% | 1.4% | 5.2% | .5% | 6.8% | .2% | 2.1% | 9.7% | | |
| | | 100.0% | 3.0% | 35.0% | 1.3% | 51.3% | 1.0% | 3.1% | 5.3% | | |
| ** HINTERLAND ** | | 86.6 | 3.1 | 16.6 | 16.0 | 17.5 | 24.4 | 9.0 | - | - | - |
| | | 4.9% | 2.2% | 3.8% | 8.7% | 3.5% | 8.4% | 9.1% | | | |
| | | 100.0% | 3.6% | 19.2% | 18.4% | 20.2% | 28.1% | 10.4% | | | |
| HINTERLAND NORTH | 76-3 | 36.0 | 2.8 | 11.4 | 7.4 | 3.9 | 7.4 | 3.0 | - | - | - |
| | | 2.0% | 2.0% | 2.6% | 4.1% | .8% | 2.6% | 3.0% | | | |
| | | 100.0% | 7.8% | 31.6% | 20.6% | 10.9% | 20.6% | 8.4% | | | |
| HINTERLAND SOUTH EAST | 76-4 | 50.6 | .3 | 5.2 | 8.5 | 13.6 | 16.9 | 6.0 | - | - | - |
| | | 2.9% | .2% | 1.2% | 4.7% | 2.7% | 5.9% | 6.1% | | | |
| | | 100.0% | .6% | 10.3% | 16.9% | 26.9% | 33.5% | 11.9% | | | |
| **EDMONTON & OTHER CENTRES ** | | 602.1 | 26.4 | 155.1 | 74.7 | 189.7 | 86.3 | 41.5 | 6.0 | - | .3 |
| | | 34.1% | 18.6% | 35.1% | 40.9% | 37.9% | 29.8% | 41.8% | 17.0% | | 6.8% |
| | | 100.0% | 4.4% | 25.8% | 12.4% | 31.5% | 14.3% | 6.9% | 1.0% | | .1% |
| EDMONTON METRO | 76-5 | 365.4 | 18.8 | 83.3 | 37.1 | 128.7 | 56.3 | 16.3 | 4.9 | - | .3 |
| | | 20.7% | 13.3% | 18.8% | 20.3% | 25.7% | 19.5% | 16.4% | 13.8% | | 6.8% |
| | | 100.0% | 5.1% | 22.8% | 10.2% | 35.2% | 15.4% | 4.5% | 1.3% | | .1% |
| GREATER EDMONTON | 76-6 | 112.2 | - | 18.0 | 22.3 | 44.7 | 15.7 | 8.7 | 1.1 | - | - |
| | | 6.4% | | 4.1% | 12.2% | 8.9% | 5.4% | 8.8% | 3.2% | | |
| | | 100.0% | | 16.1% | 19.8% | 39.9% | 14.0% | 7.8% | 1.0% | | |
| JASPER/HINTON/EDSON | 76-7 | 30.2 | 2.2 | 22.4 | 2.9 | .7 | 2.0 | - | - | - | - |
| | | 1.7% | 1.5% | 5.1% | 1.6% | .1% | .7% | | | | |
| | | 100.0% | 7.2% | 74.2% | 9.7% | 2.2% | 6.7% | | | | |

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| ORIGIN | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| LETHBRIDGE | 76-8 | 61.4<br>3.5%<br>100.0% | 5.4<br>3.8%<br>8.8% | 27.5<br>6.2%<br>44.8% | 5.4<br>3.0%<br>8.8% | 6.6<br>1.3%<br>10.8% | 9.7<br>3.3%<br>15.8% | 5.8<br>5.9%<br>9.5% | - | - | - |
| RED DEER | 76-9 | 33.0<br>1.9%<br>100.0% | - | 3.9<br>.9%<br>12.0% | 6.9<br>3.8%<br>21.0% | 9.0<br>1.8%<br>27.2% | 2.5<br>.9%<br>7.6% | 10.6<br>10.7%<br>32.2% | - | - | - |
| **REGIONAL ** | | 210.9<br>12.0%<br>100.0% | 4.3<br>3.0%<br>2.0% | 28.3<br>6.4%<br>13.4% | 21.2<br>11.6%<br>10.0% | 74.2<br>14.8%<br>35.2% | 47.9<br>16.5%<br>22.7% | 11.8<br>11.9%<br>5.6% | 16.8<br>47.3%<br>8.0% | 2.3<br>53.1%<br>1.1% | - |
| COLD LAKE | 77-1 | 16.5<br>.9%<br>100.0% | - | 4.1<br>.9%<br>24.7% | - | 6.5<br>1.3%<br>39.0% | 5.0<br>1.7%<br>30.4% | .6<br>.6%<br>3.5% | .4<br>1.1%<br>2.3% | - | - |
| GRANDE PRAIRIE | 77-2 | 20.9<br>1.2%<br>100.0% | 1.4<br>1.0%<br>6.6% | 1.6<br>.4%<br>7.7% | 4.3<br>2.3%<br>20.4% | 6.1<br>1.2%<br>29.0% | 1.5<br>.5%<br>7.3% | 6.1<br>6.1%<br>29.0% | - | - | - |
| MEDICINE HAT | 77-3 | 27.4<br>1.6%<br>100.0% | .8<br>.6%<br>3.1% | 6.6<br>1.5%<br>24.2% | 4.2<br>2.3%<br>15.5% | 13.0<br>2.6%<br>47.4% | 1.8<br>.6%<br>6.7% | .6<br>.6%<br>2.2% | - | - | - |
| NORTH CENTRAL | 77-4 | 54.8<br>3.1%<br>100.0% | .8<br>.6%<br>1.5% | 4.6<br>1.0%<br>8.3% | 2.3<br>1.3%<br>4.2% | 25.6<br>5.1%<br>46.6% | 15.4<br>5.3%<br>28.1% | 1.4<br>1.4%<br>2.6% | - | .8<br>17.7%<br>1.4% | - |
| SOUTH CENTRAL | 77-5 | 55.8<br>3.2%<br>100.0% | .4<br>.3%<br>.7% | 7.8<br>1.8%<br>14.1% | 8.1<br>4.5%<br>14.6% | 9.1<br>1.8%<br>16.3% | 16.5<br>5.7%<br>29.6% | 1.4<br>1.4%<br>2.5% | 12.4<br>36.8%<br>22.2% | - | - |
| SOUTH WEST | 77-6 | 35.5<br>2.0%<br>100.0% | .8<br>.6%<br>2.3% | 3.6<br>.8%<br>10.2% | 2.2<br>1.2%<br>6.3% | 14.0<br>2.8%<br>39.5% | 7.6<br>2.6%<br>21.3% | 1.7<br>1.7%<br>4.7% | 4.1<br>11.4%<br>11.4% | 1.5<br>35.4%<br>4.3% | - |
| NON RESIDENTS | 77-9 | 184.8<br>10.5%<br>100.0% | 51.4<br>36.2%<br>27.8% | 49.2<br>11.1%<br>26.6% | 13.2<br>7.2%<br>7.1% | 21.0<br>4.2%<br>11.4% | 21.9<br>7.6%<br>11.9% | 6.9<br>7.0%<br>3.7% | 2.9<br>8.1%<br>1.6% | 2.0<br>46.9%<br>1.1% | 3.6<br>73.6%<br>1.9% |
| ** OTHER CANADA ** | | 125.6<br>7.1%<br>100.0% | 26.1<br>18.4%<br>20.8% | 37.7<br>8.5%<br>30.0% | 10.5<br>5.7%<br>8.3% | 15.2<br>3.0%<br>12.1% | 18.1<br>6.3%<br>14.4% | 5.5<br>5.6%<br>4.4% | 1.7<br>4.9%<br>1.4% | 1.2<br>27.6%<br>.9% | 1.6<br>32.9%<br>1.3% |

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| ORIGIN | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| NEWFOUNDLAND | 40-1 | .7<br>*<br>100.0% | *<br>*<br>6.6% | - | - | .7<br>.1%<br>93.4% | - | - | - | - | - |
| NEW BRUNSWICK | 40-2 | 1.6<br>.1%<br>100.0% | .6<br>.4%<br>34.8% | .5<br>.1%<br>28.7% | - | - | .6<br>.2%<br>36.5% | - | - | - | - |
| NOVA SCOTIA | 40-3 | 1.9<br>.1%<br>100.0% | - | 1.4<br>.3%<br>75.5% | - | *<br>*<br>2.1% | .4<br>.1%<br>22.4% | - | - | - | - |
| P.E.I. | 40-4 | *<br>*<br>100.0% | *<br>*<br>100.0% | - | - | - | - | - | - | - | - |
| QUEBEC | 40-5 | 12.1<br>.7%<br>100.0% | 3.1<br>2.2%<br>25.3% | 4.7<br>1.1%<br>38.8% | .9<br>.5%<br>7.9% | .6<br>.1%<br>4.8% | .5<br>.2%<br>4.0% | 1.2<br>1.2%<br>9.9% | .4<br>1.1%<br>3.3% | .3<br>6.6%<br>2.3% | - |
| ONTARIO | 40-6 | 43.8<br>2.5%<br>100.0% | 9.2<br>6.5%<br>21.1% | 13.6<br>3.1%<br>31.0% | 3.1<br>1.7%<br>7.1% | 4.2<br>.8%<br>9.6% | 5.3<br>1.8%<br>12.1% | 2.0<br>2.0%<br>4.6% | 1.1<br>3.0%<br>2.4% | .1<br>3.4%<br>.3% | .7<br>13.5%<br>1.5% |
| MANITOBA | 40-7 | 17.7<br>1.0%<br>100.0% | 3.5<br>2.5%<br>19.7% | 4.5<br>1.0%<br>25.4% | 1.3<br>.7%<br>7.3% | 2.9<br>.6%<br>16.7% | 3.5<br>1.2%<br>19.9% | .7<br>.7%<br>4.1% | *<br>.1%<br>.2% | .4<br>8.9%<br>2.2% | .2<br>4.7%<br>1.3% |
| SASKATCHEWAN | 40-8 | 26.4<br>1.5%<br>100.0% | 3.9<br>2.8%<br>14.8% | 7.2<br>1.6%<br>27.3% | 3.7<br>2.0%<br>14.0% | 4.5<br>.9%<br>17.1% | 4.6<br>1.6%<br>17.4% | 1.0<br>1.0%<br>3.8% | .2<br>.5%<br>.7% | - | .6<br>12.4%<br>2.3% |
| BRITISH COLUMBIA | 40-0 | 20.5<br>1.2%<br>100.0% | 5.5<br>3.9%<br>26.6% | 5.8<br>1.3%<br>28.1% | 1.1<br>.6%<br>5.6% | 2.2<br>.4%<br>10.7% | 3.2<br>1.1%<br>15.7% | .6<br>.7%<br>3.2% | *<br>.1%<br>.2% | .4<br>8.7%<br>1.8% | .1<br>2.4%<br>.6% |
| YUKON/N.W. TERRITORIES | 40-X | .5<br>*<br>100.0% | .3<br>.2%<br>51.5% | - | .2<br>.1%<br>44.9% | *<br>*<br>3.6% | - | - | - | - | - |
| CANADA (UNSPECIFIED) | 40-R | .2<br>*<br>100.0% | *<br>*<br>11.2% | - | - | - | - | - | - | - | - |

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| ORIGIN | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ** U.S.A. ** | | 39.5<br>2.2%<br>100.0% | 14.6<br>10.3%<br>37.1% | 8.0<br>1.8%<br>20.4% | 2.2<br>1.2%<br>5.6% | 5.2<br>1.0%<br>13.1% | 3.6<br>1.2%<br>9.1% | .5<br>.5%<br>1.3% | 1.2<br>3.3%<br>3.0% | .5<br>12.5%<br>1.4% | 1.4<br>29.1%<br>3.6% |
| ** PACIFIC NORTHWEST**<br>WASHINGTON | 41-1 | 3.3<br>.2%<br>100.0% | .7<br>.5%<br>22.4% | .7<br>.2%<br>20.6% | .6<br>.3%<br>18.2% | .6<br>.1%<br>17.7% | .4<br>.1%<br>13.2% | - | .3<br>.7%<br>7.9% | - | - |
| ** CALIFORNIA ** | 41-2 | 8.0<br>.5%<br>100.0% | 2.7<br>1.9%<br>33.5% | 2.0<br>.4%<br>24.6% | .3<br>.2%<br>3.5% | .9<br>.2%<br>11.4% | .1<br>*<br>1.0% | .2<br>.2%<br>3.1% | .4<br>1.2%<br>5.3% | .2<br>4.2%<br>2.2% | .8<br>16.3%<br>9.8% |
| ** N.W. STATES ** | | 4.5<br>.3%<br>100.0% | 4.0<br>2.8%<br>39.0% | - | - | .2<br>*<br>3.7% | - | .1<br>.1%<br>1.2% | .1<br>.1%<br>1.1% | .2<br>5.2%<br>5.0% | - |
| ** S.W. STATES ** | | 1.0<br>.1%<br>100.0% | .4<br>.3%<br>42.3% | .1<br>*<br>5.5% | - | .1<br>*<br>7.3% | - | - | - | - | .2<br>4.8%<br>22.4% |
| ** N.W. CENTRAL ** | | .4<br>*<br>100.0% | - | - | .4<br>.2%<br>93.5% | *<br>*<br>1.1% | *<br>*<br>3.5% | *<br>*<br>1.0% | - | - | - |
| ** W.S. CENTRAL ** | | 12.5<br>.7%<br>100.0% | 3.4<br>2.4%<br>27.3% | 3.2<br>.7%<br>25.5% | 1.0<br>.5%<br>7.7% | 2.3<br>.5%<br>18.7% | 1.3<br>.4%<br>10.3% | - | .2<br>.5%<br>1.5% | - | .2<br>4.8%<br>1.9% |
| TEXAS | 42-2 | 9.7<br>.6%<br>100.0% | 2.2<br>1.5%<br>22.9% | 2.7<br>.6%<br>28.1% | 1.0<br>.5%<br>9.9% | 2.3<br>.5%<br>24.0% | 1.0<br>.3%<br>10.0% | - | *<br>*<br>.1% | - | - |
| ** EAST CENTRAL ** | | 3.2<br>.2%<br>100.0% | .1<br>.1%<br>4.0% | .6<br>.1%<br>19.9% | *<br>*<br>.2% | .9<br>.2%<br>29.5% | 1.1<br>.4%<br>35.5% | .2<br>.2%<br>5.4% | - | - | - |
| ** NORTH EASTERN SEABOARD ** | | 4.0<br>.2%<br>100.0% | 1.9<br>1.4%<br>48.2% | .9<br>.2%<br>21.7% | - | - | .6<br>.2%<br>15.9% | - | .3<br>.7%<br>6.4% | .1<br>3.1%<br>3.3% | .2<br>3.2%<br>3.9% |
| ** SOUTH EASTERN SEABOARD ** | | 2.1<br>.1%<br>100.0% | 1.0<br>.7%<br>49.4% | .4<br>.1%<br>20.9% | - | .1<br>*<br>7.0% | - | *<br>*<br>1.1% | - | - | - |

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| ORIGIN | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ** NON-CONTIGUOUS UNITED STATES ** | | .5<br>*<br>100.0% | .3<br>.2%<br>60.6% | .2<br>*<br>39.4% | - | - | - | - | - | - | - |
| ** OTHER FOREIGN ** | | 19.7<br>1.1%<br>100.0% | 10.7<br>7.5%<br>54.1% | 3.5<br>.8%<br>17.5% | .5<br>.3%<br>2.7% | .6<br>.1%<br>3.3% | .2<br>.1%<br>1.2% | .9<br>.9%<br>4.4% | - | .3<br>6.8%<br>1.5% | .6<br>11.6%<br>2.9% |
| ** EUROPEAN COUNTRIES ** | | 6.0<br>.3%<br>100.0% | 3.8<br>2.7%<br>63.6% | 1.0<br>.2%<br>16.7% | .4<br>.2%<br>7.5% | .5<br>.1%<br>8.5% | .2<br>.1%<br>3.5% | - | - | *<br>.3%<br>.2% | - |
| U.K. | 44-5 | 4.3<br>.2%<br>100.0% | 3.0<br>2.1%<br>69.9% | 1.0<br>.2%<br>23.4% | .2<br>.1%<br>4.6% | - | .1<br>*<br>2.4% | - | - | - | - |
| ** AUSTRALASIA ** | | 13.0<br>.7%<br>100.0% | 6.8<br>4.8%<br>52.6% | 2.5<br>.6%<br>18.9% | .1<br>*<br>.7% | .1<br>*<br>.8% | - | .5<br>.5%<br>3.8% | - | - | .6<br>11.6%<br>4.3% |
| AUSTRALIA | 44-6 | 8.0<br>.5%<br>100.0% | 4.0<br>2.8%<br>50.0% | 1.5<br>.3%<br>18.7% | - | - | - | .3<br>.3%<br>3.4% | - | - | .6<br>11.6%<br>7.0% |
| JAPAN | 44-7 | 1.3<br>.1%<br>100.0% | .2<br>.1%<br>13.7% | .4<br>.1%<br>33.9% | .1<br>*<br>6.8% | .1<br>*<br>8.8% | - | .2<br>.2%<br>17.2% | - | - | - |
| ** ALL OTHER COUNTRIES ** | | .7<br>*<br>100.0% | *<br>*<br>4.2% | - | - | *<br>*<br>3.6% | *<br>*<br>2.2% | .4<br>.4%<br>50.2% | - | .3<br>6.6%<br>38.0% | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.1%<br>8.0% | 441.9<br>99.8%<br>25.1% | 182.5<br>99.8%<br>10.3% | 501.1<br>99.7%<br>28.4% | 289.4<br>99.7%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>99.9%<br>2.0% | 4.3<br>100.1%<br>.2% | 4.9<br>100.1%<br>.3% |

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                            DESTINATIONS SKIED                                                                    QUESTION 3C
                                 #================================SKIER ORIGIN===================================#
                                          *.........................RESIDENTS...............................*
                                           *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                              OTHER     REGI-      HINT-
                                   GRAND                 CAL.&       CAL.      EDM.&      EDM. &      MAJOR      ONAL      ERLAND
                                   TOTAL      TOTAL      REG.       METRO       DMC      REGION     CENTRE      MRKT.      MRKT.

** TOTAL CANADA **                1589.3     1404.6     595.7      537.5      546.1      457.1       89.0      176.1       86.6
                                    90.1%      89.0%     87.7%      87.6%      90.7%      95.7%      71.4%      83.5%     100.0%
                                   100.0%      88.4%     37.5%      33.8%      34.4%      28.8%       5.6%      11.1%       5.4%

** TOTAL ALBERTA **               1301.5     1116.7     454.5      405.9      451.2      394.8       56.4      136.3       74.7
                                    73.8%      70.7%     66.9%      66.2%      74.9%      82.7%      45.2%      64.6%      86.3%
                                   100.0%      85.8%     34.9%      31.2%      34.7%      30.3%       4.3%      10.5%       5.7%

** RMS **                          880.2      695.5     386.9      339.9      231.6      193.2       38.4       54.3       22.7
                                    49.9%      44.0%     57.0%      55.4%      38.5%      40.5%      30.9%      25.7%      26.2%
                                   100.0%      79.0%     44.0%      38.6%      26.3%      21.9%       4.4%       6.2%       2.6%

BANFF/L.LOUISE REGION     52-1     664.2      494.7     322.3      281.5      124.3      114.3       10.0       37.5       10.5
                                    37.7%      31.3%     47.5%      45.9%      20.6%      23.9%       8.1%      17.8%      12.1%
                                   100.0%      74.5%     48.5%      42.4%      18.7%      17.2%       1.5%       5.7%       1.6%

SUNSHINE VILLAGE          41-5     354.8      265.3     176.0      169.4       68.0       58.3        9.7       17.3        4.1
                                    20.1%      16.8%     25.9%      27.6%      11.3%      12.2%       7.9%       8.2%       4.7%
                                   100.0%      74.8%     49.6%      47.7%      19.2%      16.4%       2.7%       4.9%       1.1%

SKIING LOUISE             40-0     276.4      200.9     125.3      101.5       54.1       53.8         .3       19.0        2.6
                                    15.7%      12.7%     18.4%      16.6%       9.0%      11.3%        .3%       9.0%       3.0%
                                   100.0%      72.7%     45.3%      36.7%      19.6%      19.5%        .1%       6.9%        .9%

MT. NORQUAY               41-1      33.0       28.4      21.1       10.9        2.2        2.2          -        1.3        3.9
                                     1.9%       1.8%      3.1%       1.7%        .4%        .5%                   .6%       4.5%
                                   100.0%      86.1%     63.8%      31.9%       6.8%       6.8%                  3.9%      11.7%

MARMOT  BASIN             40-R     139.2      123.9        .8         .8      101.0       74.4       26.6       12.6        9.6
                                     7.9%       7.8%       .1%        .1%      16.8%      15.6%      21.3%       6.0%      11.1%
                                   100.0%      89.0%       .6%        .6%      72.5%      53.4%      19.1%       9.0%       6.9%

FORTRESS MOUNTAIN         40-6      76.8       76.8      63.8       57.6        6.3        4.5        1.9        4.2        2.6
                                     4.4%       4.9%      9.4%       9.4%       1.1%        .9%       1.5%       2.0%       3.0%
                                   100.0%     100.0%     83.0%      75.0%       8.2%       5.8%       2.4%       5.4%       3.3%

** FLATLANDS **                    420.6      420.6      67.6       66.1      218.9      201.0       17.9       82.0       52.1
                                    23.9%      26.6%     10.0%      10.8%      36.4%      42.1%      14.4%      38.9%      60.1%
                                   100.0%     100.0%     16.1%      15.7%      52.1%      47.8%       4.3%      19.5%      12.4%

EDMONTON & REGION         52-4     225.0      225.0         -          -      206.7      190.0       16.7       14.0        4.3
                                    12.8%      14.3%                           34.3%      39.8%      13.4%       6.6%       5.0%
                                   100.0%     100.0%                           91.9%      84.4%       7.4%       6.2%       1.9%

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                           DESTINATIONS SKIED                                                                         QUESTION 3C
                                ***********************************SKIER ORIGIN*************************************
                                         *..............................RESIDENTS...................................*
                                          *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                                 OTHER      REGI-       HINT-
                                   GRAND               CAL.&       CAL.       EDM.&      EDM. &      MAJOR       ONAL      ERLAND
                                   TOTAL     TOTAL     REG.        METRO       OMC        REGION     CENTRE      MRKT.      MRKT.

NORTHERN ALBERTA         52-5      100.8     100.8       .6          .6        10.4       10.4         -         49.6       40.1
                                    5.7%      6.4%      .1%         .1%        1.7%       2.2%                   23.5%      46.4%
                                   100.0%    100.0%     .6%         .6%       10.5%      10.5%                   49.4%      39.5%

SOUTHERN ALBERTA         52-7       94.9      94.9     67.0        65.4        1.9         .6        1.2         18.5        7.6
                                    5.4%      6.0%      9.9%       10.7%        .3%        .1%        1.0%        8.8%       8.3%
                                   100.0%    100.0%    70.6%       69.0%       2.0%        .7%        1.3%       19.5%       8.0%

** TOTAL B.C **                    279.2     279.2    141.3       131.6       89.9       57.3        32.6        39.8        8.2
                                   15.8%     17.7%    20.8%       21.5%      14.9%      12.0%       26.2%       18.9%       9.5%
                                   100.0%    100.0%    50.6%       47.1%      32.2%      20.5%       11.7%       14.3%       2.9%

E.KOOTENAY               52-9      174.1     174.1     88.5        85.9       50.7       20.1        30.6        34.9         -
                                    9.9%     11.0%    13.0%       14.0%       8.4%       4.2%       24.5%       16.5%
                                   100.0%    100.0%    50.8%       49.4%      29.1%      11.5%       17.6%       20.0%

OTHER B.C                52-0      105.1     105.1     52.8        45.6       39.2       37.2         2.0         5.0        8.2
                                    6.0%      6.7%     7.8%        7.4%       6.5%       7.8%        1.6%        2.3%       9.5%
                                   100.0%    100.0%    50.2%       43.4%      37.3%      35.4%        1.9%        4.7%       7.8%

OTHER CANADA             52-X        8.6       8.6       -           -         5.0        5.0          -           -         3.6
                                     .5%       .5%                              .8%       1.0%                               4.2%
                                   100.0%    100.0%                           58.0%      58.0%                              42.0%

** TOTAL U.S.A **                  174.3     174.3     83.5        75.8       56.0       20.5        35.6        34.8         -
                                    9.9%     11.0%    12.3%       12.4%       9.3%       4.3%       28.6%       16.5%
                                   100.0%    100.0%    47.9%       43.5%      32.1%      11.7%       20.4%       20.0%

MONTANA                  52-R       99.0      99.0     43.2        41.3       31.9        8.9        23.1        23.9         -
                                    5.6%      6.3%     6.4%        6.7%       5.3%       1.9%       18.5%       11.3%
                                   100.0%    100.0%    43.7%       41.8%      32.3%       9.0%       23.3%       24.1%

OTHER U.S.A              53-1       75.3      75.3     40.3        34.5       24.1       11.6        12.5        10.9         -
                                    4.3%      4.8%     5.9%        5.6%       4.0%       2.4%       10.0%        5.2%
                                   100.0%    100.0%    53.5%       45.8%      32.0%      15.4%       16.6%       14.5%

BASE: SKI DAYS (000'S)            1763.7    1578.9    679.2       613.3      602.1      477.6       124.6       210.9       86.6
                                   100.2%    100.0%   100.1%       99.9%      99.8%      99.9%      100.0%       99.9%     100.1%
                                   100.0%     89.5%    38.5%       34.8%      34.1%      27.1%        7.1%       12.0%       4.9%
```

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

```
                         DESTINATIONS SKIED                                                                 QUESTION 3C
                               #=================================SKIER ORIGIN (CONT'D)=======================================#
                                      *...................CANADA......................**......UNITED STATES.......**OTHER*
                                 TOTAL
                                  NON-
                                                                                   ALL
                           GRAND   RESI-   TOTAL                                  OTHER   TOTAL   CALI-           OTHER   OTHER
                           TOTAL    DENT  CANADA    B.C.    SASK     MAN     ONT     QUE  CANADA    U.S.  FORNIA   TEXAS    U.S. FOREIGN

** TOTAL ALBERTA **       1301.5   184.8   125.6    20.5    26.4    17.7    43.8    12.1     5.1    39.5     8.0     9.7    21.7    19.7
                           73.8%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                          100.0%   14.2%    9.6%    1.6%    2.0%    1.4%    3.4%     .9%     .4%    3.0%     .6%     .7%    1.7%    1.5%

** RMS **                  880.2   184.8   125.6    20.5    26.4    17.7    43.8    12.1     5.1    39.5     8.0     9.7    21.7    19.7
                           49.9%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                          100.0%   21.0%   14.3%    2.3%    3.0%    2.0%    5.0%    1.4%     .6%    4.5%     .9%    1.1%    2.5%    2.2%

BANFF/L.LOUISE REGION  52-1  664.2   169.5   113.0    17.5    21.9    16.7    41.5    11.2     4.2    37.6     7.9     8.4    21.4    18.8
                           37.7%   91.7%   90.0%   85.1%   82.9%   94.4%   94.7%   93.1%   83.2%   95.4%   98.3%   85.9%   98.5%   95.4%
                          100.0%   25.5%   17.0%    2.6%    3.3%    2.5%    6.3%    1.7%     .6%    5.7%    1.2%    1.3%    3.2%    2.8%

SUNSHINE VILLAGE       41-5  354.8    89.5    57.5     8.4    14.1     9.5    17.7     6.9     1.0    21.4     5.2     4.1    12.0    10.6
                           20.1%   48.4%   45.8%   40.8%   53.2%   53.6%   40.3%   57.3%   19.7%   54.2%   65.3%   42.2%   55.5%   53.7%
                          100.0%   25.2%   16.2%    2.4%    4.0%    2.7%    5.0%    2.0%     .3%    6.0%    1.5%    1.2%    3.4%    3.0%

SKIING LOUISE          40-0  276.4    75.4    52.9     8.5     7.6     6.5    22.9     4.1     3.2    14.8     2.3     3.6     8.9     7.7
                           15.7%   40.8%   42.1%   41.3%   28.9%   36.9%   52.2%   34.3%   63.1%   37.6%   29.0%   37.2%   40.9%   39.1%
                          100.0%   27.3%   19.1%    3.1%    2.8%    2.4%    8.3%    1.5%    1.2%    5.4%     .9%    1.3%    3.2%    2.8%

MT. NORQUAY            41-1   33.0     4.6     2.7      .6      .2      .7     1.0      .2       *     1.4      .3      .6      .5      .5
                            1.9%    2.5%    2.1%    3.0%     .8%    3.9%    2.2%    1.5%     .4%    3.6%    3.9%    6.4%    2.2%    2.6%
                          100.0%   13.9%    8.1%    1.9%     .6%    2.1%    2.9%     .5%     .1%    4.3%    1.0%    1.9%    1.4%    1.6%

MARMOT  BASIN          40-R  139.2    15.3    12.6     3.1     4.5     1.0     2.3      .8      .8     1.8      .1     1.4      .3      .9
                            7.9%    8.3%   10.0%   14.9%   17.1%    5.6%    5.3%    6.9%   16.8%    4.6%    1.7%   14.2%    1.5%    4.6%
                          100.0%   11.0%    9.0%    2.2%    3.2%     .7%    1.7%     .6%     .6%    1.3%     .1%    1.0%     .2%     .6%

BASE: SKI DAYS (000'S)    1763.7   184.8   125.6    20.5    26.4    17.7    43.8    12.1     5.1    39.5     8.0     9.7    21.7    19.7
                          100.2%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                          100.0%   10.5%    7.1%    1.2%    1.5%    1.0%    2.5%     .7%     .3%    2.2%     .5%     .6%    1.2%    1.1%
```

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

```
                              DESTINATIONS SKIED                                                               QUESTION 3C
                                                #===================================TRIP TIMING==========================================#
                                                +----------------SEASON-------------------++-----------------PERIOD SKIED-----------------+
                                                                                           *......DAY SKIING......**...OVERNIGHT SKIING...*
                                           LAST
                                           TRIP START - XMAS -   EARLY    LATE    SPRING
                                          TOTAL   UP   NEW YEAR  WINTER  WINTER            TOTAL WEEKDAY WEEKEND  TOTAL MIDWEEK WEEKEND

** TOTAL CANADA **                        971.8   27.0   152.1   242.0   333.0   217.7    314.3   173.9   140.3   650.8   423.4   227.5
                                          91.0%  93.7%   88.9%   94.5%   87.4%   94.5%    99.5%   99.6%   99.4%   87.4%   86.4%   89.2%
                                         100.0%   2.8%   15.6%   24.9%   34.3%   22.4%    32.3%   17.9%   14.4%   67.0%   43.6%   23.4%

** TOTAL ALBERTA **                       776.6   20.2   105.2   194.5   264.4   192.4    279.0   155.2   123.8   491.0   335.3   155.8
                                          72.8%  69.8%   61.5%   75.9%   69.4%   83.5%    88.4%   89.9%   87.7%   65.9%   68.4%   61.1%
                                         100.0%   2.6%   13.5%   25.0%   34.0%   24.8%    35.9%   20.0%   15.9%   63.2%   43.2%   20.1%

** RMS **                                 610.6    8.6    80.4   133.9   207.0   180.7    143.5    80.8    62.6   462.9   312.5   150.4
                                          57.2%  29.9%   47.0%   52.3%   54.3%   78.5%    45.4%   46.3%   44.4%   62.1%   63.9%   58.9%
                                         100.0%   1.4%   13.2%   21.9%   33.9%   29.6%    23.5%   13.2%   10.3%   75.8%   51.2%   24.6%

BANFF/L.LOUISE REGION          52-1       470.7    6.1    70.1   105.0   161.5   127.8    105.1    57.6    47.5   362.7   256.9   105.8
                                          44.1%  21.3%   41.0%   41.0%   42.4%   55.5%    33.3%   33.0%   33.6%   48.6%   52.6%   40.9%
                                         100.0%   1.1%   14.8%   21.7%   34.9%   27.5%    24.1%   13.2%   10.9%   74.9%   54.6%   20.4%

SUNSHINE VILLAGE               41-5       252.6    3.7    46.9    40.4    83.9    77.7     58.6    37.9    20.6   192.6   135.3    57.3
                                          23.7%  13.0%   27.4%   15.8%   22.0%   33.8%    18.5%   21.7%   14.6%   25.9%   27.6%   22.5%
                                         100.0%   1.5%   18.6%   16.0%   33.2%   30.8%    23.2%   15.0%    8.2%   76.3%   53.6%   22.7%

SKIING LOUISE                  40-0       161.8     .9    16.3    49.9    61.9    32.8     35.8    15.1    20.8   123.1    98.5    24.6
                                          15.2%   3.3%    9.5%   19.5%   16.2%   14.2%    11.4%    8.6%   14.7%   16.5%   20.1%    9.7%
                                         100.0%    .6%   10.1%   30.8%   38.2%   20.3%    22.1%    9.3%   12.8%   76.1%   60.9%   15.2%

MT. NORQUAY                    41-1        21.8     .2     1.5     4.2     6.5     9.3     10.7     4.6     6.1    11.0     4.2     6.9
                                           2.0%    .9%     .9%    1.6%    1.7%    4.0%     3.4%    2.6%    4.3%    1.5%     .9%    2.7%
                                         100.0%   1.1%    6.8%   19.3%   30.0%   42.7%    49.2%   21.2%   28.1%   50.8%   19.3%   31.5%

TRI-AREA SKI PASS              52-3        34.5    1.2     5.5    10.5     9.2     8.0       -       -       -     34.5    18.9    15.6
                                           3.2%   4.3%    3.2%    4.1%    2.4%    3.5%                             4.6%    3.9%    6.1%
                                         100.0%   3.6%   15.8%   30.6%   26.7%   23.3%                           100.0%   54.9%   45.1%

MARMOT  BASIN                  40-R       105.4    1.3     4.4    23.7    34.6    41.5     11.4     4.8     6.6    94.1    52.7    41.3
                                           9.9%   4.6%    2.6%    9.2%    9.1%   18.0%     3.6%    2.8%    4.7%   12.6%   10.8%   16.2%
                                         100.0%   1.3%    4.2%   22.4%   32.8%   39.4%    10.8%    4.6%    6.2%   89.2%   50.0%   39.2%

FORTRESS MOUNTAIN              40-6        34.5    1.1     5.9     5.2    10.9    11.3     27.0    18.4     8.6     7.5     2.9     4.7
                                           3.2%   3.9%    3.4%    2.0%    2.9%    4.9%     8.5%   10.5%    6.1%    1.0%     .6%    1.8%
                                         100.0%   3.3%   17.1%   15.2%   31.6%   32.9%    78.2%   53.4%   24.9%   21.8%    8.3%   13.5%

** FLATLANDS **                           166.0   11.5    24.8    60.6    57.4    11.7    135.5    74.4    61.1    28.1    22.7     5.4
                                          15.6%  39.9%   14.5%   23.7%   15.1%    5.1%    42.9%   42.6%   43.3%    3.8%    4.6%    2.1%
                                         100.0%   6.9%   14.9%   36.5%   34.6%    7.0%    81.6%   44.8%   36.9%   16.9%   13.7%    3.2%

      CONTINUED
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DESTINATIONS SKIED

QUESTION 3C

TRIP TIMING

| | | | SEASON | | | | | PERIOD SKIED | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| EDMONTON & REGION | 52-4 | 80.4 | 4.2 | 12.9 | 28.4 | 29.6 | 5.2 | 70.7 | 45.2 | 25.5 | 8.0 | 5.5 | 2.5 |
| | | 7.5% | 14.7% | 7.6% | 11.1% | 7.8% | 2.3% | 22.4% | 25.9% | 18.1% | 1.1% | 1.1% | 1.0% |
| | | 100.0% | 5.3% | 16.1% | 35.3% | 36.8% | 6.5% | 89.0% | 56.3% | 31.9% | 10.0% | 6.8% | 3.1% |
| NORTHERN ALBERTA | 52-5 | 45.2 | 2.6 | 8.0 | 15.9 | 15.8 | 2.8 | 37.3 | 14.8 | 22.6 | 7.1 | 4.6 | 2.5 |
| | | 4.3% | 9.0% | 4.7% | 6.2% | 4.1% | 1.2% | 11.8% | 8.4% | 16.0% | 1.0% | .9% | 1.0% |
| | | 100.0% | 5.7% | 18.5% | 35.0% | 36.5% | 4.2% | 81.9% | 32.3% | 49.6% | 16.4% | 10.6% | 5.6% |
| SOUTHERN ALBERTA | 52-7 | 40.5 | 4.7 | 3.8 | 16.3 | 12.0 | 3.6 | 27.5 | 14.4 | 13.1 | 13.1 | 12.6 | .4 |
| | | 3.8% | 16.2% | 2.2% | 6.4% | 3.2% | 1.6% | 8.7% | 8.3% | 9.2% | 1.8% | 2.6% | .2% |
| | | 100.0% | 11.6% | 9.5% | 40.3% | 29.7% | 9.0% | 67.8% | 35.6% | 32.2% | 32.2% | 31.2% | 1.0% |
| ** TOTAL B.C ** | | 187.8 | 6.9 | 46.9 | 41.1 | 68.6 | 24.3 | 32.4 | 16.4 | 15.9 | 155.5 | 83.8 | 71.7 |
| | | 17.6% | 23.8% | 27.4% | 16.1% | 18.0% | 10.6% | 10.3% | 9.4% | 11.3% | 20.9% | 17.1% | 28.1% |
| | | 100.0% | 3.7% | 25.0% | 21.9% | 36.5% | 13.0% | 17.2% | 8.8% | 3.5% | 82.8% | 44.6% | 38.2% |
| E.KOOTENAY | 52-9 | 115.9 | 4.7 | 24.1 | 27.9 | 46.4 | 12.7 | 27.2 | 13.2 | 13.9 | 88.7 | 50.9 | 37.8 |
| | | 10.9% | 16.3% | 14.1% | 10.9% | 12.2% | 5.5% | 8.6% | 7.6% | 9.9% | 11.9% | 10.4% | 14.8% |
| | | 100.0% | 4.1% | 20.8% | 24.1% | 40.0% | 11.0% | 23.4% | 11.4% | 12.0% | 76.6% | 44.0% | 32.6% |
| OTHER B.C | 52-0 | 71.9 | 2.2 | 22.7 | 13.2 | 22.2 | 11.6 | 5.2 | 3.2 | 2.0 | 66.7 | 32.8 | 33.9 |
| | | 6.7% | 7.5% | 13.3% | 5.1% | 5.8% | 5.0% | 1.6% | 1.8% | 1.4% | 9.0% | 5.7% | 13.3% |
| | | 100.0% | 3.0% | 31.6% | 18.3% | 30.8% | 16.2% | 7.2% | 4.5% | 2.8% | 92.8% | 45.6% | 47.1% |
| OTHER CANADA | 52-X | 7.3 | - | - | 6.3 | - | 1.0 | 2.9 | 2.3 | .6 | 4.4 | 4.4 | - |
| | | .7% | | | 2.5% | | .4% | .9% | 1.3% | .4% | .6% | .9% | |
| | | 100.0% | | | 86.4% | | 13.6% | 40.1% | 31.6% | 8.6% | 59.9% | 59.9% | |
| ** TOTAL U.S.A ** | | 95.7 | 1.8 | 18.9 | 14.2 | 48.2 | 12.6 | 1.5 | .6 | .9 | 94.2 | 66.6 | 27.6 |
| | | 9.0% | 6.3% | 11.1% | 5.5% | 12.6% | 5.5% | .5% | .4% | .6% | 12.6% | 13.6% | 10.8% |
| | | 100.0% | 1.9% | 19.7% | 14.8% | 50.3% | 13.2% | 1.6% | .7% | .9% | 98.4% | 69.6% | 28.9% |
| MONTANA | 52-R | 73.6 | .3 | 18.9 | 9.9 | 31.8 | 12.6 | .6 | .6 | - | 72.9 | 45.3 | 27.6 |
| | | 6.9% | 1.1% | 11.1% | 3.9% | 8.4% | 5.5% | .2% | .4% | | 9.8% | 9.2% | 10.8% |
| | | 100.0% | .4% | 25.7% | 13.5% | 43.3% | 17.1% | .9% | .9% | | 99.1% | 61.6% | 37.5% |
| OTHER U.S.A | 53-1 | 22.1 | 1.5 | - | 4.3 | 16.3 | - | .9 | - | .9 | 21.3 | 21.3 | - |
| | | 2.1% | 5.2% | | 1.7% | 4.3% | | .3% | | .6% | 2.9% | 4.3% | |
| | | 100.0% | 6.8% | | 19.4% | 73.8% | | 3.9% | | 3.9% | 96.1% | 96.1% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 100.1% | 99.9% | 100.0% | 100.1% | 100.1% | 99.9% | 99.9% | 100.0% | 99.9% | 100.2% | 99.9% | 100.0% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

DESTINATIONS SKIED

QUESTION 3C

| | | ====== | ====== | ====== | ====== | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | ====== | ====== | ====== | ====== | ====== | ====== | ====== | ====== |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ----TRAVEL | ---- | ------ | ---MODE(S) | ------ | ------ | ----ACCOMMODATION | ------ | ------ | ----SATISFACTION | ------ | ------ |
| | | | | | | | | | | | | *...(TRIP IN GENERAL)..* | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| ** TOTAL ALBERTA ** | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |
| ** RMS ** | | 610.6 | 109.6 | 501.0 | 460.0 | 125.2 | 101.7 | 9.3 | 332.5 | 95.9 | 42.9 | 283.3 | 278.9 | 46.6 |
| | | 78.6% | 83.8% | 77.6% | 77.7% | 100.0% | 76.9% | 100.0% | 99.2% | 78.5% | 99.1% | 89.8% | 72.2% | 63.7% |
| | | 100.0% | 18.0% | 82.0% | 75.3% | 20.5% | 16.7% | 1.5% | 54.4% | 15.7% | 7.0% | 46.4% | 45.7% | 7.6% |
| BANFF/L.LOUISE REGION | 52-1 | 436.2 | 79.1 | 357.0 | 321.2 | 118.2 | 72.5 | 9.1 | 230.7 | 70.5 | 33.4 | 203.7 | 196.4 | 28.4 |
| | | 56.2% | 60.5% | 55.3% | 54.3% | 94.4% | 54.9% | 87.7% | 68.8% | 57.7% | 77.1% | 66.5% | 50.9% | 38.8% |
| | | 100.0% | 18.1% | 81.9% | 73.6% | 27.1% | 16.6% | 1.9% | 52.9% | 16.2% | 7.7% | 48.1% | 45.0% | 6.5% |
| SUNSHINE VILLAGE | 41-5 | 252.6 | 41.1 | 211.5 | 190.4 | 62.0 | 40.2 | 4.9 | 138.4 | 32.5 | 25.2 | 127.6 | 117.2 | 7.0 |
| | | 32.5% | 31.4% | 32.7% | 32.2% | 49.5% | 30.4% | 52.3% | 41.3% | 26.6% | 58.2% | 40.4% | 30.3% | 9.6% |
| | | 100.0% | 16.3% | 83.7% | 75.4% | 24.5% | 15.9% | 1.9% | 54.8% | 12.9% | 10.0% | 50.5% | 46.4% | 2.8% |
| SKIING LOUISE | 40-0 | 161.8 | 34.4 | 127.4 | 113.2 | 52.7 | 28.9 | 3.1 | 89.3 | 32.8 | 5.2 | 71.0 | 70.8 | 19.1 |
| | | 20.8% | 26.3% | 19.7% | 19.1% | 42.1% | 21.9% | 33.9% | 26.6% | 26.9% | 12.0% | 22.5% | 18.3% | 26.2% |
| | | 100.0% | 21.3% | 78.7% | 69.9% | 32.6% | 17.9% | 1.9% | 55.2% | 20.3% | 3.2% | 43.9% | 43.7% | 11.8% |
| MT. NORQUAY | 41-1 | 21.8 | 3.6 | 18.2 | 17.6 | 3.5 | 3.4 | .1 | 3.0 | 5.1 | 3.0 | 11.1 | 8.4 | 2.2 |
| | | 2.8% | 2.7% | 2.8% | 3.0% | 2.8% | 2.5% | 1.6% | .9% | 4.2% | 6.8% | 3.5% | 2.2% | 3.0% |
| | | 100.0% | 16.5% | 83.5% | 81.0% | 16.1% | 15.4% | .7% | 13.9% | 23.5% | 13.6% | 51.1% | 38.7% | 10.2% |
| TRI-AREA SKI PASS | 52-3 | 34.5 | 2.4 | 32.1 | 31.5 | - | 1.2 | - | 26.9 | 5.9 | 1.7 | 11.1 | 23.4 | - |
| | | 4.4% | 1.8% | 5.0% | 5.3% | | .9% | | 8.0% | 4.9% | 4.0% | 3.5% | 6.0% | |
| | | 100.0% | 6.9% | 93.1% | 91.4% | | 3.6% | | 77.8% | 17.2% | 5.0% | 32.3% | 67.7% | |
| MARMOT BASIN | 40-R | 105.4 | 15.9 | 89.5 | 89.3 | 7.0 | 12.9 | 1.1 | 70.6 | 19.5 | 4.6 | 51.3 | 40.1 | 14.1 |
| | | 13.6% | 12.2% | 13.9% | 15.1% | 5.6% | 9.8% | 12.3% | 21.1% | 16.0% | 10.6% | 16.2% | 10.4% | 19.3% |
| | | 100.0% | 15.1% | 84.9% | 84.7% | 6.7% | 12.2% | 1.1% | 67.0% | 18.5% | 4.3% | 48.6% | 38.0% | 13.4% |
| FORTRESS MOUNTAIN | 40-6 | 34.5 | 12.1 | 22.3 | 17.9 | - | 15.1 | - | 4.3 | - | 3.2 | 11.2 | 19.1 | 4.2 |
| | | 4.4% | 9.3% | 3.5% | 3.0% | | 11.4% | | 1.3% | | 7.4% | 3.5% | 4.9% | 5.7% |
| | | 100.0% | 35.2% | 64.8% | 52.0% | | 43.7% | | 12.4% | | 9.3% | 32.4% | 55.4% | 12.2% |
| ** FLATLANDS ** | | 166.0 | 21.3 | 144.8 | 131.7 | - | 30.5 | - | 2.8 | 26.2 | .4 | 32.3 | 107.3 | 26.5 |
| | | 21.4% | 16.2% | 22.4% | 22.3% | | 23.1% | | .8% | 21.5% | .9% | 10.2% | 27.8% | 36.3% |
| | | 100.0% | 12.8% | 87.2% | 79.3% | | 18.4% | | 1.7% | 15.8% | .2% | 19.4% | 64.6% | 16.0% |
| EDMONTON & REGION | 52-4 | 80.4 | 14.7 | 65.7 | 54.2 | - | 23.0 | - | 2.8 | 6.5 | - | 14.5 | 54.9 | 11.0 |
| | | 10.3% | 11.2% | 10.2% | 9.2% | | 17.4% | | .8% | 5.3% | | 4.6% | 14.2% | 15.0% |
| | | 100.0% | 18.3% | 81.7% | 67.5% | | 28.7% | | 3.5% | 8.0% | | 18.0% | 68.3% | 13.6% |

CONTINUED

DESTINATIONS SKIED QUESTION 3C

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| NORTHERN ALBERTA | 52-5 | 45.2 | 1.9 | 43.3 | 41.7 | - | 3.5 | - | - | 7.1 | - | 10.5 | 26.1 | 7.5 |
| | | 5.8% | 1.4% | 6.7% | 7.1% | | 2.7% | | | 5.8% | | 3.3% | 6.8% | 11.6% |
| | | 100.0% | 2.5% | 97.5% | 93.7% | | 6.3% | | | 16.4% | | 24.2% | 60.4% | 16.3% |
| SOUTHERN ALBERTA | 52-7 | 40.5 | 4.7 | 35.8 | 35.9 | - | 4.0 | - | - | 12.6 | .4 | 7.3 | 26.2 | 7.1 |
| | | 5.2% | 3.6% | 5.5% | 6.0% | | 3.1% | | | 10.3% | .9% | 2.3% | 6.8% | 9.7% |
| | | 100.0% | 11.7% | 88.3% | 88.2% | | 10.0% | | | 31.2% | 1.0% | 17.9% | 64.6% | 17.4% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.1% | 100.0% | 100.0% | 100.0% | 100.1% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

```
                              DESTINATIONS SKIED                                                                         QUESTION 3C
                                    #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)=====================#
                                                +-------------PURPOSE--------------++------EXPERIENCE------+
                                                                                   SKI
                                                                      SKI          AND
                                                        SKI           AND       BUSINESS/      FIRST        REPEAT
                                             TOTAL    VACATION        VFR      CONVENTION      VISIT        VISIT

** TOTAL ALBERTA **                     184.8        122.9          36.4          25.1         88.7         96.0
                                        100.0%       100.0%        100.0%        100.0%       100.0%       100.0%
                                        100.0%        66.5%         19.7%         13.6%        48.0%        51.9%

** RMS **                               184.8        122.9          36.4          25.1         88.7         96.0
                                        100.0%       100.0%        100.0%        100.0%       100.0%       100.0%
                                        100.0%        66.5%         19.7%         13.6%        48.0%        51.9%

BANFF/L.LOUISE REGION  52-1             169.5        114.5          32.0          23.5         82.4         87.1
                                         91.7%        93.1%         87.9%         93.7%        92.9%        90.7%
                                        100.0%        67.5%         18.9%         13.9%        48.6%        51.4%

SUNSHINE VILLAGE       41-5              89.5         60.2          16.1          15.2         45.0         44.5
                                         48.4%        49.0%         44.2%         60.7%        50.7%        46.4%
                                        100.0%        67.3%         18.0%         17.0%        50.3%        49.7%

SKIING LOUISE          40-0              75.4         51.2          15.1           7.7         34.8         40.6
                                         40.8%        41.7%         41.4%         30.8%        39.3%        42.3%
                                        100.0%        67.9%         20.0%         10.2%        46.2%        53.8%

MT. NORQUAY            41-1               4.6          3.0            .9            .6          2.6          2.0
                                          2.5%         2.4%          2.4%          2.3%         2.9%         2.1%
                                        100.0%        65.0%         18.7%         12.7%        56.5%        43.5%

MARMOT  BASIN          40-R              15.3          8.4           4.4           1.6          6.3          8.9
                                          8.3%         6.9%         12.1%          6.3%         7.1%         9.3%
                                        100.0%        55.2%         28.8%         10.3%        41.2%        58.2%

BASE: SKI DAYS (000'S)                  184.8        122.9          36.4          25.1         88.7         96.0
                                        100.0%       100.0%        100.0%        100.0%       100.0%       100.0%
                                        100.0%        66.5%         19.7%         13.6%        48.0%        51.9%
```

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

```
                                DESTINATIONS SKIED                                                                  QUESTION 3C

                                  #=====================================SKIER PROFILE=====================================#
                                          +-----------SKILL------------++-------------------------------AGE---------------------------------+
                                   GRAND BEGIN- INTER-  AD-             12-17   18-24   25-29   30-34   35-39   40-44   45-49   50-54   55+
                                   TOTAL   NER MEDIATE VANCED EXPERT    YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS

 ** TOTAL CANADA **               1589.3  171.8  775.4  535.4  105.8   489.7   457.3   237.0   126.6   136.5    77.3    20.2    26.1    16.2
                                   90.1%  97.8%  94.1%  87.4%  70.3%   98.0%   90.2%   78.5%   84.2%   95.5%   89.9%  100.0%   96.5%   62.6%
                                  100.0%  10.8%  48.8%  33.7%   6.7%   30.8%   28.8%   14.9%    8.0%    8.6%    4.9%    1.3%    1.6%    1.0%

 ** TOTAL ALBERTA **              1301.5  157.9  622.2  427.8   92.8   432.4   360.5   183.9   114.0   103.0    57.1    19.6    13.3    15.4
                                   73.8%  89.9%  75.5%  69.9%  61.7%   86.5%   71.1%   60.9%   75.7%   72.0%   66.4%   96.8%   49.3%   59.6%
                                  100.0%  12.1%  47.8%  32.9%   7.1%   33.2%   27.7%   14.1%    8.8%    7.9%    4.4%    1.5%    1.0%    1.2%

 ** RMS **                         880.2   76.4  434.4  291.9   76.7   176.8   302.4   159.2    77.1    71.9    51.3    18.3     5.9    15.4
                                   49.9%  43.5%  52.7%  47.7%  50.9%   35.4%   59.6%   52.7%   51.2%   50.3%   59.7%   90.5%   21.9%   59.6%
                                  100.0%   8.7%  49.3%  33.2%   8.7%   20.1%   34.3%   18.1%    8.6%    8.2%    5.8%    2.1%     .7%    1.8%

 BANFF/L.LOUISE REGION      52-1   664.2   52.1  317.8  225.6   67.7   115.2   235.4   124.8    61.6    49.9    39.5    16.6     4.5    14.8
                                   37.7%  29.7%  38.6%  36.8%  45.0%   23.0%   46.4%   41.3%   41.0%   34.9%   45.9%   82.0%   16.6%   57.3%
                                  100.0%   7.8%  47.9%  34.0%  10.2%   17.3%   35.4%   18.8%    9.3%    7.5%    5.9%    2.5%     .7%    2.2%

 SUNSHINE VILLAGE           41-5   354.8   27.5  172.4  112.5   41.4    59.5   134.1    67.1    28.6    26.4    17.7    11.2     1.5     7.9
                                   20.1%  15.7%  20.9%  18.4%  27.5%   11.9%   26.4%   22.2%   19.0%   18.4%   20.5%   55.3%    5.5%   30.4%
                                  100.0%   7.8%  48.6%  31.7%  11.7%   16.8%   37.8%   18.9%    8.1%    7.4%    5.0%    3.2%     .4%    2.2%

 SKIING LOUISE              40-0   276.4   18.7  128.6  103.0   26.1    44.6    96.8    52.2    32.3    18.5    17.8     4.4     2.0     6.9
                                   15.7%  10.6%  15.6%  16.8%  17.3%    8.9%   19.1%   17.3%   21.5%   12.9%   20.7%   21.5%    7.4%   26.6%
                                  100.0%   6.7%  46.5%  37.3%   9.4%   16.1%   35.0%   18.9%   11.7%    6.7%    6.4%    1.6%     .7%    2.5%

 MT. NORQUAY                41-1    33.0    5.9   16.8   10.1     .2    11.1     4.5     5.5      .7     5.1     4.0     1.0     1.0      .1
                                    1.9%   3.4%   2.0%   1.6%    .2%    2.2%     .9%    1.8%     .5%    3.5%    4.7%    5.1%    3.8%     .3%
                                  100.0%  18.0%  50.8%  30.5%    .7%   33.5%   13.6%   16.7%    2.1%   15.4%   12.2%    3.1%    3.1%     .2%

 MARMOT  BASIN              40-R   139.2   18.0   63.6   52.7    4.9    16.7    53.8    28.7     8.9    19.9     8.6      .5     1.4      .6
                                    7.9%  10.3%   7.7%   8.6%   3.3%    3.3%   10.6%    9.5%    5.9%   13.9%   10.0%    2.7%    5.3%    2.3%
                                  100.0%  12.9%  45.6%  37.9%   3.6%   12.0%   38.7%   20.6%    6.4%   14.3%    6.2%     .4%    1.0%     .4%

 FORTRESS MOUNTAIN          40-6    76.8    6.2   53.0   13.7    4.0    45.0    13.2     5.7     6.6     2.0     3.3     1.2       -       -
                                    4.4%   3.5%   6.4%   2.2%   2.6%    9.0%    2.6%    1.9%    4.4%    1.4%    3.8%    5.8%
                                  100.0%   8.1%  68.9%  17.8%   5.2%   58.5%   17.1%    7.4%    8.5%    2.6%    4.3%    1.5%

 ** FLATLANDS **                   420.6   81.5  187.8  135.8   15.5   255.5    58.2    24.7    36.3    31.1     5.7     1.3     7.4       -
                                   23.9%  46.4%  22.8%  22.2%  10.3%   51.1%   11.5%    8.2%   24.1%   21.8%    6.7%    6.3%   27.4%
                                  100.0%  19.4%  44.6%  32.3%   3.7%   60.8%   13.8%    5.9%    8.6%    7.4%    1.4%     .3%    1.8%

 EDMONTON & REGION          52-4   225.0   24.4  104.0   91.1    5.6   138.3    24.5     5.6    20.1    29.4     5.7       -     1.4       -
                                   12.8%  13.9%  12.6%  14.9%   3.7%   27.7%    4.8%    1.9%   13.3%   20.6%    6.7%            5.1%
                                  100.0%  10.8%  46.2%  40.5%   2.5%   61.5%   10.9%    2.5%    8.9%   13.1%    2.6%             .6%
```

CONTINUED

DESTINATIONS SKIED

QUESTION 3C

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| NORTHERN ALBERTA | 52-5 | 100.8 | 25.1 | 48.9 | 20.7 | 6.1 | 64.1 | 19.1 | 4.4 | 5.1 | 1.7 | - | - | 6.0 | - |
| | | 5.7% | 14.3% | 5.9% | 3.4% | 4.0% | 12.9% | 3.8% | 1.4% | 3.4% | 1.2% | | | 22.3% | |
| | | 100.0% | 24.4% | 48.6% | 20.9% | 6.1% | 64.1% | 18.3% | 4.3% | 5.1% | 1.7% | | | 6.1% | |
| SOUTHERN ALBERTA | 52-7 | 94.9 | 32.1 | 34.9 | 24.0 | 3.9 | 53.1 | 14.6 | 14.7 | 11.1 | - | - | 1.3 | - | - |
| | | 5.4% | 18.3% | 4.2% | 3.9% | 2.6% | 10.6% | 2.9% | 4.9% | 7.4% | | | 6.3% | | |
| | | 100.0% | 33.8% | 36.8% | 25.3% | 4.1% | 56.0% | 15.4% | 15.5% | 11.7% | | | 1.3% | | |
| ** TOTAL B.C ** | | 279.2 | 11.3 | 147.3 | 107.7 | 13.0 | 56.4 | 96.1 | 46.1 | 12.7 | 33.6 | 20.2 | .6 | 12.8 | .8 |
| | | 15.8% | 6.4% | 17.9% | 17.6% | 8.6% | 11.3% | 19.0% | 15.3% | 8.4% | 23.5% | 23.5% | 3.2% | 47.2% | 3.0% |
| | | 100.0% | 4.1% | 52.7% | 38.6% | 4.7% | 20.2% | 34.4% | 16.5% | 4.5% | 12.0% | 7.2% | .2% | 4.6% | .3% |
| E.KOOTENAY | 52-9 | 174.1 | 7.0 | 94.5 | 70.4 | 2.1 | 45.2 | 53.2 | 28.3 | 6.4 | 23.7 | 8.9 | .6 | 6.8 | .8 |
| | | 9.9% | 4.0% | 11.5% | 11.5% | 1.4% | 9.0% | 10.5% | 9.4% | 4.3% | 16.6% | 10.4% | 3.2% | 25.2% | 3.0% |
| | | 100.0% | 4.0% | 54.3% | 40.4% | 1.2% | 26.0% | 30.6% | 16.3% | 3.7% | 13.6% | 5.1% | .4% | 3.9% | .4% |
| OTHER B.C | 52-0 | 105.1 | 4.3 | 52.7 | 37.2 | 10.9 | 11.2 | 42.9 | 17.8 | 6.2 | 9.8 | 11.3 | - | 5.9 | - |
| | | 6.0% | 2.4% | 6.4% | 6.1% | 7.2% | 2.2% | 8.5% | 5.9% | 4.1% | 6.9% | 13.1% | | 22.0% | |
| | | 100.0% | 4.1% | 50.1% | 35.4% | 10.4% | 10.7% | 40.8% | 16.9% | 5.9% | 9.4% | 10.7% | | 5.7% | |
| OTHER CANADA | 52-X | 8.6 | 2.6 | 6.0 | - | - | 1.0 | .6 | 7.0 | - | - | - | - | - | - |
| | | .5% | 1.5% | .7% | | | .2% | .1% | 2.3% | | | | | | |
| | | 100.0% | 30.5% | 69.5% | | | 11.5% | 7.2% | 81.2% | | | | | | |
| ** TOTAL U.S.A ** | | 174.3 | 3.8 | 49.0 | 76.9 | 44.7 | 10.1 | 49.7 | 64.9 | 23.8 | 6.5 | 8.7 | - | 1.0 | 9.7 |
| | | 9.9% | 2.2% | 5.9% | 12.6% | 29.7% | 2.0% | 9.8% | 21.5% | 15.8% | 4.5% | 10.1% | | 3.5% | 37.4% |
| | | 100.0% | 2.2% | 28.1% | 44.1% | 25.6% | 5.8% | 28.5% | 37.3% | 13.7% | 3.7% | 5.0% | | .5% | 5.6% |
| MONTANA | 52-R | 99.0 | 3.8 | 40.8 | 38.8 | 15.6 | 10.1 | 41.8 | 14.3 | 14.2 | 6.5 | 8.7 | - | .8 | 2.8 |
| | | 5.6% | 2.2% | 5.0% | 6.3% | 10.4% | 2.0% | 8.2% | 4.7% | 9.4% | 4.5% | 10.1% | | 2.8% | 10.8% |
| | | 100.0% | 3.8% | 41.2% | 39.2% | 15.7% | 10.2% | 42.2% | 14.4% | 14.3% | 6.5% | 8.8% | | .8% | 2.8% |
| OTHER U.S.A | 53-1 | 75.3 | - | 8.1 | 38.1 | 29.1 | - | 7.9 | 50.7 | 9.6 | - | - | - | .2 | 6.9 |
| | | 4.3% | | 1.0% | 6.2% | 19.3% | | 1.6% | 16.8% | 6.4% | | | | .8% | 26.6% |
| | | 100.0% | | 10.8% | 50.6% | 38.6% | | 10.5% | 67.3% | 12.8% | | | | .3% | 9.2% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.2% | 100.1% | 100.0% | 99.9% | 99.9% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

DESTINATIONS SKIED

QUESTION 3C

SKIER PROFILE

| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| ** TOTAL CANADA ** | | 1589.3 | 1404.6 | 480.3 | 398.4 | 189.4 | 103.6 | 120.8 | 110.9 | 1039.7 | 549.6 | 267.8 | 341.8 | 172.5 | 610.4 |
| | | 90.1% | 89.0% | 97.9% | 88.9% | 74.5% | 81.3% | 94.9% | 85.1% | 93.9% | 83.7% | 90.2% | 83.2% | 86.0% | 97.2% |
| | | 100.0% | 88.4% | 30.2% | 25.1% | 11.9% | 6.5% | 7.6% | 7.0% | 65.4% | 34.6% | 16.9% | 21.5% | 10.9% | 38.4% |
| ** TOTAL ALBERTA ** | | 1301.5 | 1116.7 | 422.9 | 301.7 | 136.3 | 91.0 | 87.3 | 76.5 | 852.2 | 449.3 | 197.2 | 261.9 | 154.3 | 526.9 |
| | | 73.8% | 70.7% | 86.2% | 67.3% | 53.6% | 71.4% | 68.6% | 58.7% | 77.0% | 68.4% | 66.4% | 63.7% | 76.9% | 83.9% |
| | | 100.0% | 85.8% | 32.5% | 23.2% | 10.5% | 7.0% | 6.7% | 5.9% | 65.5% | 34.5% | 15.2% | 20.1% | 11.9% | 40.5% |
| ** RMS ** | | 880.2 | 695.5 | 167.4 | 243.5 | 111.6 | 54.1 | 56.2 | 62.0 | 599.9 | 280.4 | 175.2 | 205.3 | 116.7 | 270.9 |
| | | 49.9% | 44.0% | 34.1% | 54.3% | 43.9% | 42.4% | 44.1% | 47.6% | 54.2% | 42.7% | 59.0% | 50.0% | 58.2% | 43.1% |
| | | 100.0% | 79.0% | 19.0% | 27.7% | 12.7% | 6.1% | 6.4% | 7.0% | 68.1% | 31.9% | 19.9% | 23.3% | 13.3% | 30.8% |
| BANFF/L.LOUISE REGION | 52-1 | 664.2 | 494.7 | 106.1 | 182.2 | 81.5 | 39.5 | 35.4 | 49.3 | 435.8 | 228.3 | 151.1 | 164.0 | 73.6 | 184.2 |
| | | 37.7% | 31.3% | 21.6% | 40.7% | 32.0% | 31.0% | 27.8% | 37.8% | 39.4% | 34.8% | 50.9% | 39.9% | 36.7% | 29.3% |
| | | 100.0% | 74.5% | 16.0% | 27.4% | 12.3% | 5.9% | 5.3% | 7.4% | 65.6% | 34.4% | 22.8% | 24.7% | 11.1% | 27.7% |
| SUNSHINE VILLAGE | 41-5 | 354.8 | 265.3 | 52.4 | 111.1 | 41.8 | 18.5 | 18.0 | 23.6 | 236.4 | 118.4 | 68.1 | 90.8 | 41.6 | 99.1 |
| | | 20.1% | 16.8% | 10.7% | 24.8% | 16.4% | 14.5% | 14.1% | 18.1% | 21.4% | 18.0% | 22.9% | 22.1% | 20.7% | 15.8% |
| | | 100.0% | 74.8% | 14.8% | 31.3% | 11.8% | 5.2% | 5.1% | 6.6% | 66.6% | 33.4% | 19.2% | 25.6% | 11.7% | 27.9% |
| SKIING LOUISE | 40-0 | 276.4 | 200.9 | 42.9 | 67.7 | 35.4 | 21.0 | 13.1 | 20.1 | 182.0 | 94.4 | 78.0 | 59.1 | 31.9 | 73.9 |
| | | 15.7% | 12.7% | 8.7% | 15.1% | 13.9% | 16.5% | 10.3% | 15.4% | 16.4% | 14.4% | 26.3% | 14.4% | 15.9% | 11.8% |
| | | 100.0% | 72.7% | 15.5% | 24.5% | 12.8% | 7.6% | 4.7% | 7.3% | 65.8% | 34.2% | 28.2% | 21.4% | 11.5% | 26.7% |
| MT. NORQUAY | 41-1 | 33.0 | 28.4 | 10.8 | 3.4 | 4.3 | - | 4.3 | 5.6 | 17.4 | 15.6 | 5.0 | 14.2 | .2 | 11.2 |
| | | 1.9% | 1.8% | 2.2% | .8% | 1.7% | | 3.4% | 4.3% | 1.6% | 2.4% | 1.7% | 3.4% | .1% | 1.8% |
| | | 100.0% | 86.1% | 32.7% | 10.3% | 13.1% | | 13.0% | 17.1% | 52.8% | 47.2% | 15.1% | 42.9% | .5% | 34.1% |
| MARMOT BASIN | 40-R | 139.2 | 123.9 | 16.3 | 48.1 | 24.4 | 8.0 | 18.8 | 8.3 | 111.8 | 27.4 | 18.8 | 31.2 | 40.1 | 33.3 |
| | | 7.9% | 7.8% | 3.3% | 10.7% | 9.6% | 6.3% | 14.8% | 6.4% | 10.1% | 4.2% | 6.3% | 7.6% | 20.0% | 5.3% |
| | | 100.0% | 89.0% | 11.7% | 34.6% | 17.5% | 5.7% | 13.5% | 6.0% | 80.3% | 19.7% | 13.5% | 22.4% | 28.8% | 23.9% |
| FORTRESS MOUNTAIN | 40-6 | 76.8 | 76.8 | 45.0 | 13.2 | 5.7 | 6.6 | 2.0 | 4.5 | 52.2 | 24.6 | 5.3 | 10.1 | 3.0 | 53.4 |
| | | 4.4% | 4.9% | 9.2% | 2.9% | 2.2% | 5.2% | 1.6% | 3.4% | 4.7% | 3.8% | 1.8% | 2.5% | 1.5% | 8.5% |
| | | 100.0% | 100.0% | 58.5% | 17.1% | 7.4% | 8.5% | 2.6% | 5.8% | 68.0% | 32.0% | 6.9% | 13.1% | 3.8% | 69.4% |
| ** FLATLANDS ** | | 420.6 | 420.6 | 255.5 | 58.2 | 24.7 | 36.3 | 31.1 | 14.4 | 251.8 | 168.9 | 21.4 | 56.6 | 37.5 | 256.0 |
| | | 23.9% | 26.6% | 52.1% | 13.0% | 9.7% | 28.5% | 24.4% | 11.1% | 22.7% | 25.7% | 7.2% | 13.8% | 18.7% | 40.7% |
| | | 100.0% | 100.0% | 60.8% | 13.8% | 5.9% | 8.6% | 7.4% | 3.4% | 59.9% | 40.1% | 5.1% | 13.5% | 8.9% | 60.9% |
| EDMONTON & REGION | 52-4 | 225.0 | 225.0 | 138.3 | 24.5 | 5.6 | 20.1 | 29.4 | 7.1 | 150.6 | 74.5 | 14.9 | 24.8 | 25.0 | 138.2 |
| | | 12.8% | 14.3% | 28.2% | 5.5% | 2.2% | 15.8% | 23.1% | 5.5% | 13.6% | 11.3% | 5.0% | 6.0% | 12.5% | 22.0% |
| | | 100.0% | 100.0% | 61.5% | 10.9% | 2.5% | 8.9% | 13.1% | 3.2% | 66.9% | 33.1% | 6.6% | 11.0% | 11.1% | 61.4% |

CONTINUED

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                         DESTINATIONS SKIED                                                          QUESTION 3C

                             #=========================================SKIER PROFILE==========================================#
                                   +-----------------RESIDENT AGE-------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                              GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39   40+
                              TOTAL   RES.  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS   MALE FEMALE  UPPER MIDDLE  LOWER STUDENT

NORTHERN ALBERTA       52-5   100.8  100.8   64.1   19.1    4.4    5.1    1.7    6.0   55.5   45.2    4.7   11.8    8.7   63.7
                               5.7%   6.4%  13.1%   4.2%   1.7%   4.0%   1.3%   4.6%   5.0%   6.9%   1.6%   2.9%   4.3%  10.1%
                             100.0% 100.0%  64.1%  18.3%   4.3%   5.1%   1.7%   6.1%  55.3%  44.7%   4.8%  11.9%   7.7%  63.6%

SOUTHERN ALBERTA       52-7    94.9   94.9   53.1   14.6   14.7   11.1      -    1.3   45.7   49.2    1.7   20.0    3.8   54.1
                               5.4%   6.0%  10.8%   3.3%   5.8%   8.7%          1.0%   4.1%   7.5%    .6%   4.9%   1.9%   8.6%
                             100.0% 100.0%  56.0%  15.4%  15.5%  11.7%          1.3%  48.1%  51.9%   1.8%  21.0%   4.0%  57.0%

** TOTAL B.C **               279.2  279.2   56.4   96.1   46.1   12.7   33.6   34.4  179.9   99.3   65.6   77.3   18.2   82.5
                              15.8%  17.7%  11.5%  21.5%  18.1%   9.9%  26.4%  26.4%  16.2%  15.1%  22.1%  18.8%   9.1%  13.1%
                             100.0% 100.0%  20.2%  34.4%  16.5%   4.5%  12.0%  12.3%  64.4%  35.6%  23.5%  27.7%   6.5%  29.5%

E.KOOTENAY             52-9   174.1  174.1   45.2   53.2   28.3    6.4   23.7   17.2  111.1   63.0   35.2   40.4    4.6   63.2
                               9.9%  11.0%   9.2%  11.9%  11.1%   5.1%  18.6%  13.2%  10.0%   9.6%  11.9%   9.8%   2.3%  10.1%
                             100.0% 100.0%  26.0%  30.6%  16.3%   3.7%  13.6%   9.9%  63.8%  36.2%  20.2%  23.2%   2.6%  36.3%

OTHER B.C              52-0   105.1  105.1   11.2   42.9   17.8    6.2    9.8   17.2   68.8   36.4   30.4   36.9   13.6   19.3
                               6.0%   6.7%   2.3%   9.6%   7.0%   4.9%   7.7%  13.2%   6.2%   5.5%  10.2%   9.0%   6.8%   3.1%
                             100.0% 100.0%  10.7%  40.8%  16.9%   5.9%   9.4%  16.4%  65.4%  34.6%  28.9%  35.1%  13.0%  18.4%

OTHER CANADA           52-X     8.6    8.6    1.0     .6    7.0      -      -      -    7.6    1.0    5.0    2.6      -    1.0
                                .5%    .5%    .2%    .1%   2.7%                         .7%    .2%   1.7%    .6%           .2%
                             100.0% 100.0%  11.5%   7.2%  81.2%                       88.5%  11.5%  58.0%  30.5%         11.5%

** TOTAL U.S.A **             174.3  174.3   10.1   49.7   64.9   23.8    6.5   19.3   67.4  106.9   29.1   69.0   28.2   17.9
                               9.9%  11.0%   2.1%  11.1%  25.5%  18.7%   5.1%  14.9%   6.1%  16.3%   9.8%  16.8%  14.0%   2.8%
                             100.0% 100.0%   5.8%  28.5%  37.3%  13.7%   3.7%  11.1%  38.7%  61.3%  16.7%  39.6%  16.1%  10.3%

MONTANA                52-R    99.0   99.0   10.1   41.8   14.3   14.2    6.5   12.2   51.5   47.5   18.1   17.1   22.1   16.2
                               5.6%   6.3%   2.1%   9.3%   5.6%  11.1%   5.1%   9.4%   4.7%   7.2%   6.1%   4.2%  11.0%   2.6%
                             100.0% 100.0%  10.2%  42.2%  14.4%  14.3%   6.5%  12.4%  52.1%  47.9%  18.3%  17.3%  22.3%  16.3%

OTHER U.S.A            53-1    75.3   75.3      -    7.9   50.7    9.6      -    7.1   15.9   59.4   11.0   51.9    6.0    1.7
                               4.3%   4.8%          1.8%  19.9%   7.6%          5.5%   1.4%   9.1%   3.7%  12.6%   3.0%    .3%
                             100.0% 100.0%         10.5%  67.3%  12.8%          9.4%  21.1%  78.9%  14.6%  68.9%   8.0%   2.3%

BASE: SKI DAYS (000'S)       1763.7 1578.9  490.4  448.1  254.4  127.4  127.3  130.2 1107.1  656.5  296.9  410.8  200.6  628.3
                             100.2% 100.0% 100.0% 100.1%  99.8% 100.1%  99.9% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.1%
                             100.0%  89.5%  27.8%  25.4%  14.4%   7.2%   7.2%   7.4%  62.8%  37.2%  16.8%  23.3%  11.4%  35.6%
```

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

DESTINATIONS SKIED

QUESTION 3C

SKIER PROFILE

LIFE STAGE

| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ** TOTAL CANADA ** | | 1989.3 | 135.8 | 349.9 | 176.9 | 462.1 | 281.5 | 88.5 | 24.9 | 4.3 | 4.9 |
| | | 90.1% | 95.7% | 79.2% | 96.9% | 92.2% | 97.3% | 89.2% | 70.0% | 100.0% | 100.0% |
| | | 100.0% | 8.5% | 22.0% | 11.1% | 29.1% | 17.7% | 5.6% | 1.6% | .3% | .3% |
| ** TOTAL ALBERTA ** | | 1301.5 | 103.5 | 257.4 | 158.7 | 390.9 | 233.0 | 77.7 | 19.1 | 2.8 | 4.9 |
| | | 73.8% | 72.9% | 58.3% | 86.9% | 78.0% | 80.5% | 78.3% | 53.6% | 64.6% | 100.0% |
| | | 100.0% | 8.0% | 19.8% | 12.2% | 30.0% | 17.9% | 6.0% | 1.5% | .2% | .4% |
| ** RMS ** | | 880.2 | 95.2 | 227.3 | 92.4 | 202.1 | 135.4 | 57.6 | 18.7 | 2.0 | 4.9 |
| | | 49.9% | 67.1% | 51.4% | 50.6% | 40.3% | 46.8% | 58.1% | 52.5% | 46.9% | 100.0% |
| | | 100.0% | 10.8% | 25.8% | 10.5% | 23.0% | 15.4% | 6.5% | 2.1% | .2% | .6% |
| BANFF/L.LOUISE REGION | 52-1 | 664.2 | 80.6 | 171.6 | 72.6 | 132.9 | 107.1 | 48.4 | 16.3 | 1.5 | 4.6 |
| | | 37.7% | 56.8% | 38.8% | 39.8% | 26.5% | 37.0% | 48.8% | 45.9% | 34.7% | 94.7% |
| | | 100.0% | 12.1% | 25.8% | 10.9% | 20.0% | 16.1% | 7.3% | 2.5% | .2% | .7% |
| SUNSHINE VILLAGE | 41-5 | 354.8 | 40.4 | 90.0 | 44.1 | 65.1 | 60.5 | 26.0 | 9.0 | .2 | 1.8 |
| | | 20.1% | 28.5% | 20.4% | 24.2% | 13.0% | 20.9% | 26.2% | 25.4% | 3.5% | 36.4% |
| | | 100.0% | 11.4% | 25.4% | 12.4% | 18.4% | 17.1% | 7.3% | 2.5% | * | .5% |
| SKIING LOUISE | 40-0 | 276.4 | 36.1 | 79.0 | 25.2 | 55.5 | 38.2 | 21.0 | 7.2 | 1.3 | 1.9 |
| | | 15.7% | 25.5% | 17.9% | 13.8% | 11.1% | 13.2% | 21.2% | 20.3% | 30.2% | 38.5% |
| | | 100.0% | 13.1% | 28.6% | 9.1% | 20.1% | 13.8% | 7.6% | 2.6% | .5% | .7% |
| MT. NORQUAY | 41-1 | 33.0 | 4.0 | 2.6 | 3.3 | 12.2 | 8.3 | 1.4 | .1 | * | 1.0 |
| | | 1.9% | 2.8% | .6% | 1.8% | 2.4% | 2.9% | 1.4% | .2% | 1.0% | 19.8% |
| | | 100.0% | 12.2% | 7.8% | 10.1% | 37.0% | 25.1% | 4.3% | .2% | .1% | 2.9% |
| MARMOT BASIN | 40-R | 139.2 | 13.0 | 44.1 | 16.7 | 27.9 | 17.1 | 7.4 | 1.8 | .5 | .3 |
| | | 7.9% | 9.2% | 10.0% | 9.2% | 5.6% | 5.9% | 7.5% | 5.1% | 12.2% | 5.3% |
| | | 100.0% | 9.3% | 31.7% | 12.0% | 20.1% | 12.3% | 5.3% | 1.3% | .4% | .2% |
| FORTRESS MOUNTAIN | 40-6 | 76.8 | 1.6 | 11.7 | 3.1 | 41.3 | 11.2 | 1.8 | .5 | - | - |
| | | 4.4% | 1.2% | 2.6% | 1.7% | 8.2% | 3.9% | 1.9% | 1.5% | | |
| | | 100.0% | 2.1% | 15.2% | 4.0% | 53.7% | 14.6% | 2.4% | .7% | | |
| ** FLATLANDS ** | | 420.6 | 8.3 | 30.1 | 65.6 | 188.8 | 97.6 | 20.0 | .4 | .8 | - |
| | | 23.9% | 5.8% | 6.8% | 36.0% | 37.7% | 33.7% | 20.2% | 1.1% | 17.7% | |
| | | 100.0% | 2.0% | 7.2% | 15.6% | 44.9% | 23.2% | 4.8% | .1% | .2% | |
| EDMONTON & REGION | 52-4 | 225.0 | 6.1 | 9.0 | 33.2 | 128.2 | 40.1 | 4.3 | - | - | - |
| | | 12.8% | 4.3% | 1.1% | 18.2% | 25.6% | 13.8% | 4.3% | | | |
| | | 100.0% | 2.7% | 2.2% | 14.8% | 57.0% | 17.8% | 1.9% | | | |

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                                DESTINATIONS SKIED                                                                   QUESTION 3C
                                      #===================================SKIER PROFILE===============================================#
                                               +-------------------------------------LIFE STAGE---------------------------------------+
                                                          YOUNG
                                                         COUPLES/
                                        GRAND    YOUNG     COOP.     YOUNG      MIDDLE     OLDER      GROWN      OLDER     RETIRED     OLDER
                                        TOTAL  BACHELORS   UNITS    FAMILIES   FAMILIES   FAMILIES   FAMILIES   COUPLES   COUPLES     SINGLE

NORTHERN ALBERTA          52-5          100.8      .8      11.7       8.8       28.6       36.4       12.7        .4         .8          -
                                          5.7%     .5%      2.6%      4.9%       5.7%      12.6%      12.8%      1.1%      17.7%
                                        100.0%     .8%     11.8%      8.8%      28.9%      35.1%      12.8%       .4%        .8%

SOUTHERN ALBERTA          52-7           94.9     1.4      13.4      23.6       32.1       21.1        3.1         -          -          -
                                          5.4%    1.0%      3.0%     12.9%       6.4%       7.3%       3.1%
                                        100.0%    1.5%     14.1%     24.9%      33.8%      22.2%       3.3%

** TOTAL B.C **                         279.2     32.4      94.8      17.2       71.2       48.6       10.8        5.8        1.5         -
                                         15.8%    22.8%     19.2%      9.4%      14.2%      16.8%      10.9%      16.4%      35.4%
                                        100.0%    11.6%     30.4%      6.2%      25.5%      17.4%       3.9%       2.1%        .5%

E.KOOTENAY                52-9          174.1     15.0      42.0      13.9       52.2       37.0        5.6        2.2        1.5         -
                                          9.9%    10.6%      9.5%      7.4%      10.4%      12.9%       5.6%       6.2%      35.4%
                                        100.0%     8.6%     24.1%      7.8%      30.0%      21.2%       3.2%       1.3%        .9%

OTHER B.C                 52-0          105.1     17.4      42.8       3.6       19.0       11.6        5.3        3.6         -          -
                                          6.0%    12.2%      9.7%      2.0%       3.8%       4.0%       5.3%      10.3%
                                        100.0%    16.5%     40.7%      3.5%      18.1%      11.0%       5.0%       3.5%

OTHER CANADA              52-X            8.6       -        7.6       1.0          -          -          -          -          -          -
                                           .5%               1.7%       .5%
                                        100.0%              88.5%     11.5%

** TOTAL U.S.A **                       174.3      6.1      92.0       5.7       39.0        7.9       10.7       10.7         -          -
                                          9.9%     4.3%     20.8%      3.1%       7.9%       2.7%      10.8%      30.0%
                                        100.0%     3.5%     52.8%      3.2%      22.4%       4.5%       6.1%       6.1%

MONTANA                   52-R           99.0      6.1      39.9       5.7       29.4        7.9        5.1        3.6         -          -
                                          5.6%     4.3%      9.0%      3.1%       5.9%       2.7%       5.2%      10.0%
                                        100.0%     6.2%     40.3%      5.7%      29.7%       8.0%       5.2%       3.6%

OTHER U.S.A               53-1           75.3       -       52.1         -        9.6          -        5.6        7.1         -          -
                                          4.3%              11.8%                 1.9%                  5.6%      20.0%
                                        100.0%              69.2%                12.8%                  7.4%       9.4%

BASE: SKI DAYS (000'S)                 1763.7    141.9     441.9     182.5      501.1      289.4       99.2       35.6        4.3        4.9
                                        100.2%   100.0%     99.8%    100.0%     100.0%     100.0%     100.0%     100.2%     100.0%     100.0%
                                        100.0%     8.0%     25.1%     10.3%      28.4%      16.4%       5.6%       2.0%        .2%        .3%
```

DESTINATION OF NON-RESIDENTS
BASED ON HILL OF INTERVIEW
NET COUNTS (**) ARE CUMULATIVE

SEASON

QUESTION 3A

|  |  | SKIER ORIGIN |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  | ALBERTA |  |  |  |  |  |  |  |
|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| STARTUP | 37-1 | 48.6 | 48.6 | 18.9 | 15.2 | 21.3 | 15.4 | 5.9 | 8.2 | .2 |
|  |  | 2.8% | 3.1% | 2.8% | 2.5% | 3.5% | 3.2% | 4.7% | 3.9% | .3% |
|  |  | 100.0% | 100.0% | 38.9% | 31.2% | 43.7% | 31.7% | 12.0% | 16.9% | .5% |
| XMAS/NEW YEAR | 37-2 | 205.3 | 186.8 | 79.8 | 77.9 | 83.8 | 63.7 | 20.0 | 18.3 | 4.9 |
|  |  | 11.6% | 11.8% | 11.8% | 12.7% | 13.9% | 13.3% | 16.1% | 8.7% | 5.6% |
|  |  | 100.0% | 91.0% | 38.9% | 38.0% | 40.8% | 31.0% | 9.8% | 8.9% | 2.4% |
| EARLY WINTER | 37-3 | 410.5 | 367.9 | 127.5 | 113.2 | 148.5 | 133.4 | 15.1 | 65.4 | 26.5 |
|  |  | 23.3% | 23.3% | 18.8% | 18.5% | 24.7% | 27.9% | 12.1% | 31.0% | 30.6% |
|  |  | 100.0% | 89.6% | 31.1% | 27.4% | 36.2% | 32.5% | 3.7% | 15.9% | 6.5% |
| LATE WINTER | 37-5 | 692.7 | 620.1 | 243.0 | 221.4 | 245.5 | 196.9 | 48.6 | 94.2 | 37.4 |
|  |  | 39.3% | 39.3% | 35.8% | 36.1% | 40.8% | 41.2% | 39.0% | 44.7% | 43.2% |
|  |  | 100.0% | 89.5% | 35.1% | 32.0% | 35.4% | 28.4% | 7.0% | 13.6% | 5.4% |
| SPRING | 37-7 | 406.5 | 355.4 | 210.0 | 185.4 | 103.1 | 68.1 | 35.0 | 24.8 | 17.6 |
|  |  | 23.0% | 22.5% | 30.9% | 30.2% | 17.1% | 14.3% | 28.1% | 11.8% | 20.3% |
|  |  | 100.0% | 87.4% | 51.7% | 45.6% | 25.4% | 16.8% | 9.6% | 6.1% | 4.3% |
| BASE: SKI DAYS (000'S) |  | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
|  |  | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% |
|  |  | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

SEASON

QUESTION 3A

SKIER ORIGIN (CONT'D)

| | | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| STARTUP | 37-1 | 48.6<br>2.8%<br>100.0% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| XMAS/NEW YEAR | 37-2 | 205.3<br>11.6%<br>100.0% | 18.5<br>10.0%<br>9.0% | 14.1<br>11.2%<br>6.9% | 3.6<br>17.5%<br>1.7% | 4.6<br>17.4%<br>2.2% | 1.6<br>9.0%<br>.8% | 3.4<br>7.8%<br>1.7% | .7<br>6.0%<br>.4% | .2<br>3.7%<br>.1% | 3.2<br>8.1%<br>1.6% | .6<br>7.1%<br>.3% | .9<br>9.7%<br>.5% | 1.7<br>7.7%<br>.8% | 1.2<br>6.3%<br>.6% |
| EARLY WINTER | 37-3 | 410.5<br>23.3%<br>100.0% | 42.6<br>23.1%<br>10.4% | 23.2<br>18.5%<br>5.7% | 3.4<br>16.7%<br>.8% | 2.9<br>11.1%<br>.7% | 3.9<br>22.2%<br>1.0% | 11.1<br>25.4%<br>2.7% | .5<br>4.5%<br>.1% | 1.3<br>25.6%<br>.3% | 13.2<br>33.3%<br>3.2% | .9<br>10.7%<br>.2% | 4.5<br>46.0%<br>1.1% | 7.8<br>36.0%<br>1.9% | 6.2<br>31.5%<br>1.5% |
| LATE WINTER | 37-5 | 692.7<br>39.3%<br>100.0% | 72.6<br>39.3%<br>10.5% | 47.8<br>38.1%<br>6.9% | 8.8<br>42.7%<br>1.3% | 9.6<br>36.2%<br>1.4% | 5.4<br>30.5%<br>.8% | 19.0<br>43.4%<br>2.7% | 3.9<br>32.6%<br>.6% | 1.1<br>22.7%<br>.2% | 15.5<br>39.2%<br>2.2% | 5.1<br>63.8%<br>.7% | 2.9<br>30.1%<br>.4% | 7.4<br>34.1%<br>1.1% | 9.3<br>47.3%<br>1.3% |
| SPRING | 37-7 | 406.5<br>23.0%<br>100.0% | 51.0<br>27.6%<br>12.6% | 40.4<br>32.2%<br>9.9% | 4.8<br>23.2%<br>1.2% | 9.3<br>35.3%<br>2.3% | 6.8<br>38.4%<br>1.7% | 10.3<br>23.4%<br>2.5% | 6.9<br>56.9%<br>1.7% | 2.4<br>48.0%<br>.6% | 7.7<br>19.4%<br>1.9% | 1.5<br>18.3%<br>.4% | 1.4<br>14.2%<br>.3% | 4.8<br>22.2%<br>1.2% | 2.9<br>14.9%<br>.7% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 184.8<br>100.0%<br>10.5% | 125.6<br>100.0%<br>7.1% | 20.5<br>100.1%<br>1.2% | 26.4<br>100.0%<br>1.5% | 17.7<br>100.1%<br>1.0% | 43.8<br>100.0%<br>2.5% | 12.1<br>100.0%<br>.7% | 5.1<br>100.0%<br>.3% | 39.5<br>100.0%<br>2.2% | 8.0<br>99.9%<br>.5% | 9.7<br>100.0%<br>.6% | 21.7<br>100.0%<br>1.2% | 19.7<br>100.0%<br>1.1% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

```
                       SEASON                                                                          QUESTION 3A

                                  #==================================ALBERTA DESTINATIONS==================================#
                                  +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                             GRAND TOTAL RESI- NON-   TOTAL RESI- NON-         RESI- NON-         RESI- NON-         RESI- NON-
                             TOTAL  ALTA DENT  RES.     RMS DENT  RES.   TOTAL DENT  RES.   TOTAL DENT  RES.   TOTAL DENT  RES.

STARTUP                37-1   48.6  36.9  36.9     -  12.3  12.3     -   9.1   9.1     -   6.4   6.4     -   2.2   2.2     -
                              2.8%  2.8%  3.3%        1.4%  1.8%        1.4%  1.3%        1.8%  2.4%         .8%  1.1%
                            100.0% 75.9% 75.9%       25.2% 25.2%       18.7% 18.7%       13.2% 13.2%        4.4%  4.4%

XMAS/NEW YEAR          37-2  205.3 128.5 109.9  18.5  35.5  67.0  18.5  74.8  57.5  17.2  51.0  41.8   9.2  21.2  13.9   7.3
                             11.6%  9.9%  9.8% 10.0%  9.7%  9.6% 10.0% 11.3% 11.6% 10.2% 14.4% 15.8% 10.3%  7.7%  6.9%  9.6%
                            100.0% 62.6% 53.5%  9.0% 41.7% 32.6%  9.0% 36.4% 28.0%  8.4% 24.8% 20.4%  4.5% 10.3%  6.8%  3.5%

EARLY WINTER           37-3  410.5 320.8 278.2  42.6 190.3 147.7  42.6 151.1 111.5  39.5  66.6  50.2  16.4  77.7  55.8  21.8
                             23.3% 24.7% 24.9% 23.1% 21.6% 21.2% 23.1% 22.7% 22.5% 23.3% 18.8% 18.9% 18.3% 28.1% 27.8% 28.9%
                            100.0% 78.2% 67.8% 10.4% 46.4% 36.0% 10.4% 36.8% 27.2%  9.6% 16.2% 12.2%  4.0% 18.9% 13.6%  5.3%

LATE WINTER            37-5  692.7 516.2 443.6  72.6 333.9 261.3  72.6 262.1 195.5  66.6 132.6  99.5  33.1 117.8  86.2  31.7
                             39.3% 39.7% 39.7% 39.3% 37.9% 37.6% 39.3% 39.5% 39.5% 39.3% 37.4% 37.5% 37.0% 42.6% 42.9% 42.0%
                            100.0% 74.5% 64.0% 10.5% 48.2% 37.7% 10.5% 37.8% 28.2%  9.6% 19.1% 14.4%  4.8% 17.0% 12.4%  4.6%

SPRING                 37-7  406.5 299.1 248.1  51.0 258.2 207.2  51.0 167.1 121.0  46.1  98.2  67.4  30.8  57.5  42.9  14.7
                             23.0% 23.0% 22.2% 27.6% 29.3% 29.8% 27.6% 25.2% 24.5% 27.2% 27.7% 25.4% 34.4% 20.8% 21.3% 19.5%
                            100.0% 73.6% 61.0% 12.6% 63.5% 51.0% 12.6% 41.1% 29.8% 11.3% 24.1% 16.6%  7.6% 14.2% 10.5%  3.6%

BASE: SKI DAYS (000'S)      1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                            100.0%100.1% 99.9%100.0% 99.9%100.0%100.0%100.1% 99.9%100.0%100.1%100.0%100.0%100.0%100.0%100.0%
                            100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
```

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

QUESTION 3A

SEASON

| | | ALBERTA DESTINATIONS | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL ALBERTA | | | | ROCKY MOUNTAIN SKIING | | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS | |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| STARTUP | 37-1 | 48.6 | 36.9 | 36.9 | - | 12.3 | 12.3 | - | .5 | .5 | - | 1.3 | 1.3 | - | 1.9 |
| | | 2.8% | 2.8% | 3.3% | | 1.4% | 1.8% | | 1.5% | 1.7% | | 1.0% | 1.1% | | 2.4% |
| | | 100.0% | 75.9% | 75.9% | | 25.2% | 25.2% | | 1.0% | 1.0% | | 2.7% | 2.7% | | 3.9% |
| XMAS/NEW YEAR | 37-2 | 205.3 | 128.5 | 109.9 | 18.5 | 85.5 | 67.0 | 18.5 | 2.6 | 1.8 | .8 | 4.9 | 3.5 | 1.3 | 6.0 |
| | | 11.6% | 9.9% | 9.8% | 10.0% | 9.7% | 9.6% | 10.0% | 7.9% | 6.4% | 16.7% | 3.4% | 2.8% | 8.6% | 7.8% |
| | | 100.0% | 62.6% | 53.5% | 9.0% | 41.7% | 32.6% | 9.0% | 1.3% | .9% | .4% | 2.3% | 1.7% | .6% | 2.9% |
| EARLY WINTER | 37-3 | 410.5 | 320.8 | 278.2 | 42.6 | 190.3 | 147.7 | 42.6 | 6.8 | 5.5 | 1.3 | 32.0 | 28.9 | 3.1 | 7.2 |
| | | 23.3% | 24.7% | 24.9% | 23.1% | 21.6% | 21.2% | 23.1% | 20.6% | 19.2% | 29.3% | 23.0% | 23.3% | 20.0% | 9.4% |
| | | 100.0% | 78.2% | 67.8% | 10.4% | 46.4% | 36.0% | 10.4% | 1.7% | 1.3% | .3% | 7.8% | 7.0% | .7% | 1.8% |
| LATE WINTER | 37-5 | 692.7 | 516.2 | 443.6 | 72.6 | 333.9 | 261.3 | 72.6 | 11.7 | 9.9 | 1.8 | 47.7 | 41.7 | 6.0 | 24.1 |
| | | 39.3% | 39.7% | 39.7% | 39.3% | 37.9% | 37.6% | 39.3% | 35.4% | 34.8% | 39.3% | 34.2% | 33.6% | 39.2% | 31.4% |
| | | 100.0% | 74.5% | 64.0% | 10.5% | 48.2% | 37.7% | 10.5% | 1.7% | 1.4% | .3% | 6.9% | 6.0% | .9% | 3.5% |
| SPRING | 37-7 | 406.5 | 299.1 | 248.1 | 51.0 | 258.2 | 207.2 | 51.0 | 11.4 | 10.8 | .7 | 53.5 | 48.5 | 4.9 | 37.7 |
| | | 23.0% | 23.0% | 22.2% | 27.6% | 29.3% | 29.8% | 27.6% | 34.6% | 37.8% | 14.7% | 38.4% | 39.1% | 32.3% | 49.0% |
| | | 100.0% | 73.6% | 61.0% | 12.6% | 63.5% | 51.0% | 12.6% | 2.8% | 2.6% | .2% | 13.1% | 11.9% | 1.2% | 9.3% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 184.8 | 33.0 | 28.4 | 4.6 | 139.2 | 123.9 | 15.3 | 76.8 |
| | | 100.0% | 100.1% | 99.9% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 100.1% | 100.0% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 10.5% | 1.9% | 1.6% | .3% | 7.9% | 7.0% | .9% | 4.4% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

QUESTION 3A

| SEASON | | GRAND TOTAL | TOTAL ALTA | RESI- DENT | NON- RES. | TOTAL | RESI- DENT | TOTAL FLAT- LAND RES. | RESI- DENT | TOTAL | EASTERN KOOTE- NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | *=========ALBERTA DESTINATIONS | | | | | *FLATLAND* | =======OUT-OF-PROV.DESTINATION========* | | | | |
| | | | +----TOTAL ALBERTA-----+ | | | +-----RMS------+ | | +SKIING+ | +TOTAL-+ | +-----B.C.-----+ | | +----U.S.A.----+ | |
| STARTUP | 37-1 | 48.6<br>2.3%<br>100.0% | 36.9<br>2.8%<br>75.9% | 36.9<br>3.3%<br>75.9% | - | 12.3<br>1.4%<br>25.2% | 12.3<br>1.8%<br>25.2% | 24.6<br>5.9%<br>50.6% | 11.7<br>2.5%<br>24.1% | 8.7<br>3.1%<br>17.9% | 6.5<br>3.8%<br>13.5% | 3.0<br>1.7%<br>6.2% | 1.1<br>1.1%<br>2.2% |
| XMAS/NEW YEAR | 37-2 | 205.3<br>11.6%<br>100.0% | 128.5<br>9.9%<br>62.6% | 109.9<br>9.8%<br>53.5% | 18.5<br>10.0%<br>9.0% | 85.5<br>9.7%<br>41.7% | 67.0<br>9.6%<br>32.6% | 43.0<br>10.2%<br>20.9% | 76.8<br>16.6%<br>37.4% | 56.6<br>20.3%<br>27.6% | 31.9<br>18.3%<br>15.6% | 20.2<br>11.6%<br>9.9% | 20.2<br>20.4%<br>9.9% |
| EARLY WINTER | 37-3 | 410.5<br>23.3%<br>100.0% | 320.8<br>24.7%<br>78.2% | 278.2<br>24.9%<br>67.8% | 42.6<br>23.1%<br>10.4% | 190.3<br>21.6%<br>46.4% | 147.7<br>21.2%<br>36.0% | 129.9<br>30.9%<br>31.6% | 89.7<br>19.4%<br>21.8% | 63.9<br>22.9%<br>15.6% | 40.0<br>23.0%<br>9.7% | 18.2<br>10.4%<br>4.4% | 12.7<br>12.8%<br>3.1% |
| LATE WINTER | 37-5 | 692.7<br>39.3%<br>100.0% | 516.2<br>39.7%<br>74.5% | 443.6<br>39.7%<br>64.0% | 72.6<br>39.3%<br>10.5% | 333.9<br>37.9%<br>48.2% | 261.3<br>37.6%<br>37.7% | 182.3<br>43.3%<br>26.3% | 176.6<br>38.2%<br>25.5% | 94.4<br>33.8%<br>13.6% | 66.9<br>38.4%<br>9.7% | 82.2<br>47.1%<br>11.9% | 49.2<br>49.7%<br>7.1% |
| SPRING | 37-7 | 406.5<br>23.0%<br>100.0% | 299.1<br>23.0%<br>73.6% | 248.1<br>22.2%<br>61.0% | 51.0<br>27.6%<br>12.6% | 258.2<br>29.3%<br>63.5% | 207.2<br>29.8%<br>51.0% | 40.9<br>9.7%<br>10.1% | 107.4<br>23.2%<br>26.4% | 55.7<br>19.9%<br>13.7% | 28.7<br>16.5%<br>7.1% | 50.7<br>29.1%<br>12.5% | 15.8<br>16.0%<br>3.9% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 1301.5<br>100.1%<br>73.8% | 1116.7<br>99.9%<br>63.3% | 184.8<br>100.0%<br>10.5% | 880.2<br>99.9%<br>49.9% | 695.5<br>100.0%<br>39.4% | 420.6<br>100.0%<br>23.9% | 462.2<br>99.9%<br>26.2% | 279.2<br>100.0%<br>15.8% | 174.1<br>100.0%<br>9.9% | 174.3<br>99.9%<br>9.9% | 99.0<br>100.0%<br>5.6% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

```
                     SEASON                                                                     QUESTION 3A
                               #=====================================TRIP TIMING=====================================#
                               +----------------SEASON-----------------++-----------------PERIOD SKIED-----------------+
                                                                        #......DAY SKIING......##...OVERNIGHT SKIING...#
                       LAST
                       TRIP START - XMAS -   EARLY    LATE   SPRING
                      TOTAL   UP    NEW YEAR WINTER   WINTER          TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

STARTUP           37-1   28.9    28.9      -       -       -       -     13.0     8.6      4.4     15.9    10.7     5.2
                          2.7%  100.0%                                     4.1%    4.9%     3.1%     2.1%    2.2%    2.0%
                        100.0%  100.0%                                    45.0%   29.8%    15.2%    55.0%   36.9%   18.1%

XMAS/NEW YEAR     37-2  171.0      -    171.0      -       -       -     41.8    27.7     14.1    128.8   103.9    24.9
                         16.0%          100.0%                            13.2%   15.9%    10.0%    17.3%   21.2%    9.7%
                        100.0%          100.0%                            24.5%   16.2%     8.3%    75.3%   60.8%   14.5%

EARLY WINTER      37-3  256.2      -       -    256.2      -       -     83.3    37.1     46.7    169.3   116.1    53.2
                         24.0%                  100.0%                    26.6%   21.3%    33.1%    22.7%   23.7%   20.8%
                        100.0%                  100.0%                    32.7%   14.5%    18.2%    66.1%   45.3%   20.8%

LATE WINTER       37-5  381.2      -       -       -    381.2      -    116.9    62.8     54.1    261.8   159.5   103.2
                         35.7%                          100.0%            37.0%   36.0%    33.3%    35.1%   32.4%   40.5%
                        100.0%                          100.0%            30.7%   16.5%    14.2%    68.7%   41.6%   27.1%

SPRING            37-7  230.3      -       -       -       -    230.3    60.3    38.3     21.9    169.4   100.8    63.6
                         21.6%                                  100.0%    19.1%   22.0%    15.5%    22.7%   20.6%   26.9%
                        100.0%                                  100.0%    26.2%   16.6%     9.5%    73.6%   43.8%   29.8%

BASE: SKI DAYS (000'S) 1067.5   28.9   171.0   256.2   381.2   230.3   315.8   174.6    141.2    745.1   490.0   255.1
      ON LAST TRIP      100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.1%   100.0%    99.9%  100.1%   99.9%
                        100.0%    2.7%   16.0%   24.0%   35.7%   21.6%   29.6%   16.4%    13.2%    69.3%   45.9%   23.9%
```

EASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

SEASON

QUESTION 3A

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| STARTUP | 37-1 | 20.2 | 1.7 | 18.5 | 17.6 | - | 2.2 | - | 3.7 | 4.6 | .4 | 6.1 | 9.9 | 4.2 |
| | | 2.6% | 1.3% | 2.9% | 3.0% | | 1.7% | | 1.1% | 3.8% | .9% | 1.9% | 2.6% | 5.7% |
| | | 100.0% | 8.4% | 91.6% | 87.4% | | 11.0% | | 18.3% | 23.0% | 2.0% | 30.1% | 49.2% | 20.7% |
| XMAS/NEW YEAR | 37-2 | 105.2 | 18.3 | 86.9 | 79.8 | 10.3 | 22.0 | .8 | 48.7 | 13.9 | 8.8 | 40.1 | 55.8 | 8.7 |
| | | 13.5% | 14.0% | 13.5% | 13.5% | 8.2% | 16.6% | 9.1% | 14.5% | 11.4% | 20.4% | 12.7% | 14.4% | 11.9% |
| | | 100.0% | 17.4% | 82.6% | 75.9% | 9.8% | 20.9% | .8% | 46.3% | 13.2% | 8.4% | 38.1% | 53.0% | 8.3% |
| EARLY WINTER | 37-3 | 194.5 | 37.7 | 156.8 | 145.2 | 34.6 | 32.0 | 1.9 | 84.3 | 27.7 | 6.8 | 64.9 | 109.9 | 18.7 |
| | | 25.0% | 28.8% | 24.3% | 24.5% | 27.6% | 24.2% | 20.2% | 25.1% | 22.7% | 15.8% | 20.6% | 28.5% | 25.6% |
| | | 100.0% | 19.4% | 80.6% | 74.6% | 17.8% | 16.4% | 1.0% | 43.3% | 14.2% | 3.5% | 33.4% | 56.5% | 9.6% |
| LATE WINTER | 37-5 | 264.4 | 47.7 | 216.7 | 197.1 | 51.2 | 48.5 | 3.7 | 109.1 | 36.5 | 17.0 | 101.0 | 144.7 | 18.6 |
| | | 34.0% | 36.5% | 33.6% | 33.3% | 40.9% | 36.7% | 39.6% | 32.5% | 29.9% | 39.3% | 32.0% | 37.5% | 25.5% |
| | | 100.0% | 18.0% | 82.0% | 74.6% | 19.4% | 18.3% | 1.4% | 41.3% | 13.8% | 6.4% | 38.2% | 54.7% | 7.0% |
| SPRING | 37-7 | 192.4 | 25.5 | 166.9 | 151.9 | 29.1 | 27.6 | 2.9 | 89.5 | 39.4 | 10.2 | 103.6 | 65.8 | 23.0 |
| | | 24.8% | 19.5% | 25.8% | 25.7% | 23.2% | 20.9% | 31.1% | 26.7% | 32.2% | 23.6% | 32.8% | 17.0% | 31.4% |
| | | 100.0% | 13.3% | 86.7% | 78.9% | 15.1% | 14.3% | 1.5% | 46.5% | 20.5% | 5.3% | 53.8% | 34.2% | 11.9% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 99.9% | 100.1% | 100.1% | 100.0% | 99.9% | 100.1% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

```
                                    SEASON                                                                        QUESTION 3A
                                           #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)===================#
                                                           +-------------PURPOSE--------------++-------EXPERIENCE------+
                                                                                           SKI
                                                                          SKI              AND
                                                       SKI                AND          BUSINESS/       FIRST         REPEAT
                                            TOTAL    VACATION             VFR         CONVENTION       VISIT         VISIT

XMAS/NEW YEAR               37-2            18.5         9.6              7.9              .6           10.0            8.5
                                            10.0%        7.8%            21.7%            2.5%          11.3%           8.9%
                                           100.0%       51.7%            42.7%            3.3%          54.0%          46.0%

EARLY WINTER                37-3            42.6        23.1              8.2             9.9           16.5           26.0
                                            23.1%       18.8%            22.6%           39.5%          18.6%          27.1%
                                           100.0%       54.1%            19.4%           23.3%          38.8%          61.2%

LATE WINTER                 37-5            72.6        52.6             13.4             8.9           38.3           34.3
                                            39.3%       42.8%            36.7%           35.3%          43.1%          35.7%
                                           100.0%       72.5%            18.4%           12.2%          52.7%          47.2%

SPRING                      37-7            51.0        37.6              6.9             5.7           23.9           27.1
                                            27.6%       30.6%            18.9%           22.7%          27.0%          26.3%
                                           100.0%       73.7%            13.5%           11.2%          46.9%          53.1%

BASE: SKI DAYS (000'S)                     184.8       122.9             36.4            25.1           88.7           96.0
                                           100.0%      100.0%            99.9%          100.0%         100.0%         100.0%
                                           100.0%       56.5%            19.7%           13.6%          48.0%          51.9%
```

EASON DATA BASED ON SEASON OF
AST TRIP AND DEPENDED ON
INTERVIEW WAVE

SEASON QUESTION 3A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| STARTUP | 37-1 | 48.6 | 8.1 | 23.8 | 16.0 | .6 | 14.1 | 14.2 | 5.7 | 8.5 | 1.7 | 2.0 | - | 2.4 | - |
| | | 2.8% | 4.6% | 2.9% | 2.6% | .4% | 2.8% | 2.8% | 1.9% | 5.6% | 1.2% | 2.4% | | 8.8% | |
| | | 100.0% | 16.7% | 49.0% | 33.0% | 1.3% | 29.0% | 29.3% | 11.7% | 17.4% | 3.5% | 4.2% | | 4.9% | |
| XMAS/NEW YEAR | 37-2 | 205.3 | 18.5 | 95.9 | 62.0 | 28.6 | 57.9 | 69.5 | 27.4 | 20.2 | 17.2 | 5.7 | 2.2 | 4.2 | .2 |
| | | 11.6% | 10.5% | 11.6% | 10.1% | 19.0% | 11.6% | 13.7% | 9.1% | 13.4% | 12.0% | 6.6% | 11.0% | 15.7% | .7% |
| | | 100.0% | 9.0% | 46.7% | 30.2% | 13.9% | 28.2% | 33.8% | 13.4% | 9.9% | 8.4% | 2.8% | 1.1% | 2.1% | .1% |
| EARLY WINTER | 37-3 | 410.5 | 61.8 | 203.7 | 126.8 | 18.1 | 119.6 | 119.9 | 72.3 | 36.0 | 28.0 | 20.6 | 3.9 | 4.3 | 5.0 |
| | | 23.3% | 35.2% | 24.7% | 20.7% | 12.1% | 23.9% | 23.7% | 23.9% | 23.9% | 19.6% | 23.9% | 19.2% | 16.0% | 19.2% |
| | | 100.0% | 15.1% | 49.6% | 30.9% | 4.4% | 29.1% | 29.2% | 17.6% | 8.8% | 6.8% | 5.0% | .9% | 1.1% | 1.2% |
| LATE WINTER | 37-5 | 692.7 | 55.1 | 300.6 | 301.7 | 35.3 | 219.0 | 216.2 | 104.2 | 52.4 | 37.4 | 26.3 | 9.8 | 11.4 | 15.4 |
| | | 39.3% | 31.4% | 36.5% | 49.3% | 23.5% | 43.8% | 42.6% | 34.5% | 34.9% | 26.2% | 30.6% | 48.6% | 42.0% | 59.6% |
| | | 100.0% | 8.0% | 43.4% | 43.5% | 5.1% | 31.6% | 31.2% | 15.0% | 7.6% | 5.4% | 3.8% | 1.4% | 1.6% | 2.2% |
| SPRING | 37-7 | 406.5 | 32.0 | 200.3 | 105.8 | 67.8 | 89.1 | 87.2 | 92.3 | 33.3 | 58.7 | 31.4 | 4.3 | 4.7 | 5.3 |
| | | 23.0% | 18.2% | 24.3% | 17.3% | 45.0% | 17.8% | 17.2% | 30.6% | 22.1% | 41.0% | 36.5% | 21.2% | 17.5% | 20.5% |
| | | 100.0% | 7.9% | 49.3% | 26.0% | 16.7% | 21.9% | 21.5% | 22.7% | 8.2% | 14.4% | 7.7% | 1.1% | 1.2% | 1.3% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

SEASON

QUESTION 3A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| STARTUP | 37-1 | 48.6 | 48.6 | 14.1 | 14.2 | 5.7 | 8.5 | 1.7 | 4.4 | 27.1 | 21.6 | 4.6 | 9.8 | 5.7 | 17.0 |
| | | 2.8% | 3.1% | 2.9% | 3.2% | 2.2% | 6.6% | 1.3% | 3.4% | 2.4% | 3.3% | 1.6% | 2.4% | 2.9% | 2.7% |
| | | 100.0% | 100.0% | 29.0% | 29.3% | 11.7% | 17.4% | 3.5% | 9.1% | 55.7% | 44.3% | 9.5% | 20.1% | 11.8% | 35.0% |
| XMAS/NEW YEAR | 37-2 | 205.3 | 186.8 | 55.5 | 61.9 | 23.8 | 18.9 | 15.3 | 10.6 | 144.8 | 60.5 | 26.3 | 50.9 | 19.6 | 64.3 |
| | | 11.6% | 11.8% | 11.3% | 13.8% | 9.3% | 14.9% | 12.0% | 8.1% | 13.1% | 9.2% | 8.8% | 12.4% | 9.7% | 10.2% |
| | | 100.0% | 91.0% | 27.1% | 30.1% | 11.6% | 9.2% | 7.5% | 5.2% | 70.6% | 29.4% | 12.8% | 24.8% | 9.5% | 31.3% |
| EARLY WINTER | 37-3 | 410.5 | 367.9 | 119.3 | 105.3 | 62.7 | 29.3 | 24.2 | 26.6 | 245.9 | 164.6 | 68.7 | 86.6 | 39.5 | 152.6 |
| | | 23.3% | 23.3% | 24.3% | 23.5% | 24.7% | 23.0% | 19.0% | 20.4% | 22.2% | 25.1% | 23.1% | 21.1% | 19.7% | 24.3% |
| | | 100.0% | 89.6% | 29.1% | 25.7% | 15.3% | 7.1% | 5.9% | 6.5% | 59.9% | 40.1% | 16.7% | 21.1% | 9.6% | 37.2% |
| LATE WINTER | 37-5 | 692.7 | 620.1 | 214.7 | 195.6 | 80.3 | 45.6 | 32.4 | 51.6 | 432.2 | 260.5 | 105.8 | 153.9 | 75.9 | 285.8 |
| | | 39.3% | 39.3% | 43.8% | 43.7% | 31.6% | 35.8% | 25.4% | 39.6% | 39.0% | 39.7% | 35.6% | 37.5% | 37.8% | 45.5% |
| | | 100.0% | 89.5% | 31.0% | 28.2% | 11.6% | 6.6% | 4.7% | 7.5% | 62.4% | 37.6% | 15.3% | 22.2% | 11.0% | 41.3% |
| SPRING | 37-7 | 406.5 | 355.4 | 86.8 | 71.0 | 81.9 | 25.1 | 53.6 | 37.0 | 257.2 | 149.3 | 91.6 | 109.6 | 60.0 | 108.6 |
| | | 23.0% | 22.5% | 17.7% | 15.8% | 32.2% | 19.7% | 42.2% | 28.4% | 23.2% | 22.7% | 30.8% | 26.7% | 29.9% | 17.3% |
| | | 100.0% | 87.4% | 21.3% | 17.5% | 20.1% | 6.2% | 13.2% | 9.1% | 63.3% | 36.7% | 22.5% | 27.0% | 14.8% | 26.7% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 99.9% | 99.9% | 100.0% | 99.9% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

JOB NUMBER 907901 CARD NUMBER 03

QUESTION 3A

SEASON

SKIER PROFILE

LIFE STAGE

| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| STARTUP | 37-1 | 48.6<br>2.8%<br>100.0% | 1.9<br>1.3%<br>3.9% | 11.8<br>2.7%<br>24.2% | 5.1<br>2.8%<br>10.4% | 15.7<br>3.1%<br>32.2% | 6.5<br>2.3%<br>13.9% | 2.5<br>2.5%<br>5.2% | 2.4<br>6.7%<br>4.9% | - | - |
| XMAS/NEW YEAR | 37-2 | 205.3<br>11.6%<br>100.0% | 15.5<br>10.9%<br>7.6% | 51.0<br>11.5%<br>24.8% | 17.2<br>9.4%<br>8.4% | 50.0<br>10.0%<br>24.3% | 49.7<br>17.2%<br>24.2% | 5.5<br>5.6%<br>2.7% | 6.7<br>18.7%<br>3.2% | - | .3<br>7.0%<br>.2% |
| EARLY WINTER | 37-3 | 410.5<br>23.3%<br>100.0% | 29.1<br>20.5%<br>7.1% | 95.1<br>21.5%<br>23.2% | 49.1<br>26.9%<br>12.0% | 115.5<br>23.0%<br>28.1% | 68.6<br>23.7%<br>16.7% | 28.3<br>28.5%<br>6.9% | 6.2<br>17.3%<br>1.5% | 2.3<br>54.8%<br>.6% | 1.9<br>38.3%<br>.5% |
| LATE WINTER | 37-5 | 692.7<br>39.3%<br>100.0% | 44.1<br>31.1%<br>6.4% | 162.7<br>36.8%<br>23.5% | 81.0<br>44.4%<br>11.7% | 198.2<br>39.6%<br>28.6% | 114.5<br>39.6%<br>16.5% | 47.8<br>48.1%<br>6.9% | 15.5<br>43.7%<br>2.2% | 1.5<br>34.4%<br>.2% | 2.1<br>42.5%<br>.3% |
| SPRING | 37-7 | 406.5<br>23.0%<br>100.0% | 51.3<br>36.2%<br>12.6% | 121.3<br>27.4%<br>29.8% | 30.1<br>16.5%<br>7.4% | 121.8<br>24.3%<br>30.0% | 50.1<br>17.3%<br>12.3% | 15.1<br>15.2%<br>3.7% | 4.8<br>13.6%<br>1.2% | .5<br>10.9%<br>.1% | .6<br>12.2%<br>.1% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>99.9%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 269.4<br>100.1%<br>16.4% | 99.2<br>99.9%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.1%<br>.2% | 4.9<br>100.0%<br>.3% |

SEASON DATA BASED ON SEASON OF
LAST TRIP AND DEPENDED ON
INTERVIEW WAVE

```
                    DAYS ON-WHICH SKIED                                                                    QUESTION 3E
                        #================================SKIER ORIGIN=====================================#
                               *..........................RESIDENTS...................................*
                                *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                    OTHER     REGI-     HINT-
                                                 CAL.&     CAL.      EDM.&     EDM. &     MAJOR     ONAL     ERLAND
                           TOTAL     TOTAL       REG.      METRO     ONC       REGION     CENTRE    MRKT.     MRKT.

WEEKDAYS                   982.9     876.3       371.3     325.9     340.1     257.0      83.2      117.9     47.0
                            55.7%     55.5%       54.7%     53.1%     56.5%     53.8%     66.8%      55.9%     54.3%
                           100.0%     89.1%       37.8%     33.2%     34.6%     26.1%      8.5%      12.0%      4.8%

WEEKENDS                   780.6     702.5       308.1     287.5     262.1     220.7      41.4      92.7      39.6
                            44.3%     44.5%       45.4%     46.9%     43.5%     46.2%     33.2%      44.0%     45.7%
                           100.0%     90.0%       39.5%     36.8%     33.6%     28.3%      5.3%      11.9%      5.1%

BASE: SKI DAYS (000'S)    1763.7    1578.9       679.2     613.3     602.1     477.6     124.6      210.9      86.6
                           100.1%     99.9%      100.0%    100.0%    100.0%    100.0%    100.0%      99.9%    100.0%
                           100.0%     89.5%       38.5%     34.8%     34.1%     27.1%      7.1%      12.0%      4.9%
```

DAYS ON WHICH SKIED QUESTION 3E

#=====SKIER ORIGIN (CONT'D)=====#

| | | | *.....CANADA | | | | | | ** | .....UNITED STATES..... | | | **OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| WEEKDAYS | 982.9 | 106.7 | 70.7 | 12.4 | 13.3 | 10.0 | 25.[illegible] | 6.9 | 2.8 | 23.0 | 4.7 | 5.3 | 13.0 | 13.0 |
| | 55.7% | 57.7% | 56.3% | 60.2% | 50.4% | 56.8% | 57.6% | 57.0% | 54.9% | 58.4% | 58.8% | 54.6% | 59.9% | 65.7% |
| | 100.0% | 10.9% | 7.2% | 1.3% | 1.4% | 1.0% | 2.6% | .7% | .3% | 2.3% | .5% | .5% | 1.3% | 1.3% |
| WEEKENDS | 780.6 | 78.1 | 54.9 | 8.2 | 13.1 | 7.6 | 18.6 | 5.2 | 2.2 | 16.4 | 3.3 | 4.4 | 8.7 | 6.8 |
| | 44.3% | 42.3% | 43.7% | 39.8% | 49.6% | 43.2% | 42.4% | 43.0% | 43.1% | 41.6% | 41.2% | 45.4% | 40.1% | 34.3% |
| | 100.0% | 10.0% | 7.0% | 1.0% | 1.7% | 1.0% | 2.4% | .7% | .3% | 2.1% | .4% | .6% | 1.1% | .9% |
| BASE: SKI DAYS (000'S) | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | 100.0% | 99.8% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% |
| | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

```
                                DAYS ON WHICH SKIED                                          QUESTION 3E

                                       #===============================ALBERTA DESTINATIONS=================================#
                                       +-TOTAL ALBERTA--++-----------------------ROCKY MOUNTAIN SKIING------------------------+
                                                        *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                         TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                  TOTAL  ALTA DENT  RES.    RMS DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

WEEKDAYS                          982.9 706.5 599.8 106.7 469.5 362.8 106.7 354.2 255.1  99.1 195.8 142.4  53.4 146.2 102.6  43.6
                                  55.7% 54.3% 55.5% 57.7% 53.3% 52.1% 57:7% 53.3% 51.6% 58.5% 55.2% 53.7% 59.7% 52.9% 51.0% 57.8%
                                 100.0% 71.9% 61.0% 10.9% 47.8% 36.9% 10.9% 36.0% 26.0% 10.1% 19.9% 14.5%  5.4% 14.9% 10.4%  4.4%
WEEKENDS
                                  780.6 594.9 516.8  78.1 411.0 332.9  78.1 310.1 239.7  70.3 159.0 122.8  36.1 130.3  98.5  31.8
                                  44.3% 45.7% 44.5% 42.3% 46.7% 47.9% 42.3% 46.7% 48.4% 41.5% 44.8% 46.3% 40.3% 47.1% 49.0% 42.2%
                                 100.0% 76.2% 66.2% 10.0% 52.7% 42.6% 10.0% 39.7% 30.7%  9.0% 20.4% 15.7%  4.6% 16.7% 12.6%  4.1%

BASE: SKI DAYS (000'S)           1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                 100.0% 99.6%100.0% 99.8% 99.6%100.0% 99.8% 99.9%100.0% 99.5%100.2%100.0%100.3%100.1%100.0% 99.6%
                                 100.0% 73.9% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
```

```
                             DAYS ON WHICH SKIED                                                                       QUESTION 3E
                                        #===================================ALBERTA DESTINATIONS=====================================#
                                        +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING----------------------------+
                                                                *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                                TRESS.*
                                        TOTAL   RESI-   NON-    TOTAL   RESI-   NON-                    RESI-   NON-                    RESI-   NON-    RESI-
                               TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.    TOTAL   DENT    RES.    TOTAL   DENT    RES.    DENT
WEEKDAYS
                               982.9    706.5   599.8   106.7   469.5   362.8   106.7    12.3    10.1     2.2    75.4    67.9     7.5    39.9
                               55.7%    54.3%   55.5%   57.7%   53.3%   52.1%   57.7%   37.2%   35.4%   47.8%   54.1%   54.7%   49.0%   51.9%
                              100.0%    71.9%   61.0%   10.9%   47.8%   36.9%   10.9%    1.2%    1.0%     .2%    7.7%    6.9%     .8%    4.1%
WEEKENDS
                               780.6    594.9   516.8    78.1   411.0   332.9    78.1    20.8    18.4     2.4    63.9    56.2     7.8    37.0
                               44.3%    45.7%   44.5%   42.3%   46.7%   47.9%   42.3%   62.8%   64.6%   52.2%   45.9%   45.3%   51.0%   48.1%
                              100.0%    76.2%   66.2%   10.0%   52.7%   42.6%   10.0%    2.7%    2.4%     .3%    8.2%    7.2%    1.0%    4.7%

BASE: SKI DAYS (000'S)        1763.7   1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                              100.0%    99.6%  100.0%   99.8%   99.6%  100.0%   99.8%   99.9%  100.0%  100.2%   99.9%  100.0%   99.9%  100.0%
                              100.0%    73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
```

QUESTION 3E

DAYS ON WHICH SKIED

| | | ALBERTA DESTINATIONS | | | | | FLATLAND | OUT-OF-PROV. DESTINATION | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL ALBERTA | | | RMS | | SKIING | TOTAL | B.C. | | U.S.A. | |
| | TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL | RESIDENT | TOTAL FLATLAND RES. | RESIDENT | TOTAL | EASTERN KOOTENAYS | TOTAL | MONTANA |
| WEEKDAYS | 982.9<br>55.7%<br>100.0% | 706.5<br>54.3%<br>71.9% | 599.8<br>55.5%<br>61.0% | 106.7<br>57.7%<br>10.9% | 469.5<br>53.3%<br>47.8% | 362.8<br>52.1%<br>36.9% | 236.4<br>56.2%<br>24.0% | 276.4<br>59.8%<br>28.1% | 159.4<br>57.1%<br>16.2% | 96.1<br>55.2%<br>9.8% | 110.3<br>63.3%<br>11.2% | 49.0<br>49.5%<br>5.0% |
| WEEKENDS | 780.6<br>44.3%<br>100.0% | 594.9<br>45.7%<br>76.2% | 516.9<br>44.5%<br>66.2% | 78.1<br>42.3%<br>10.0% | 411.0<br>46.7%<br>52.7% | 332.7<br>47.9%<br>42.6% | 183.9<br>43.8%<br>23.6% | 185.7<br>40.2%<br>23.8% | 119.9<br>42.9%<br>15.4% | 78.0<br>44.8%<br>10.0% | 64.0<br>36.7%<br>8.2% | 50.0<br>50.5%<br>6.4% |
| BASE: SKI DAYS (000'S) | 1763.7<br>100.0%<br>100.0% | 1301.5<br>99.6%<br>73.8% | 1116.7<br>100.0%<br>63.3% | 184.8<br>99.8%<br>10.5% | 880.2<br>99.6%<br>49.9% | 695.5<br>100.0%<br>39.4% | 420.6<br>100.0%<br>23.9% | 462.2<br>100.0%<br>26.2% | 279.2<br>100.0%<br>15.8% | 174.1<br>100.0%<br>9.9% | 174.3<br>100.0%<br>9.9% | 99.0<br>100.0%<br>5.6% |

```
                        DAYS ON WHICH SKIED

                                    #==============TRIP TIMING==============#
                                    +----------------SEASON-----------------+

                                   START - XMAS -    EARLY    LATE    SPRING
                            TOTAL    UP   NEW YEAR  WINTER   WINTER

WEEKDAYS                    982.9    33.9   133.7    219.5    344.3    251.5
                            55.7%   69.8%   65.3%    53.4%    49.7%    61.9%
                           100.0%    3.5%   13.6%    22.3%    35.0%    25.6%

WEEKENDS                    780.6    14.7    71.2    191.1    348.5    155.1
                            44.3%   30.2%   34.7%    46.5%    50.3%    38.1%
                           100.0%    1.9%    9.1%    24.5%    44.6%    19.9%

BASE: SKI DAYS (000's)     1763.7    48.6   205.3    410.5    692.7    406.5
                           100.0%  100.0%   99.8%   100.0%   100.0%   100.0%
                           100.0%    2.8%   11.6%    23.3%    39.3%    23.0%
```

## DAYS ON WHICH SKIED BY TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)

NOT AVAILABLE

DAYS ON WHICH SKIED

QUESTION 3E

| | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | | |
|---|---|---|---|---|---|---|
| | | PURPOSE | | | EXPERIENCE | |
| | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| WEEKDAYS | 106.7 | 73.2 | 20.6 | 13.5 | 52.8 | 53.8 |
| | 57.7% | 59.6% | 56.6% | 53.8% | 59.5% | 56.0% |
| | 100.0% | 68.6% | 19.3% | 12.6% | 49.5% | 50.4% |
| WEEKENDS | 78.1 | 49.7 | 15.8 | 11.6 | 35.9 | 42.2 |
| | 42.3% | 40.4% | 43.4% | 46.2% | 40.5% | 44.0% |
| | 100.0% | 63.7% | 20.2% | 14.9% | 45.9% | 54.0% |
| BASE: SKI DAYS (000'S) | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |

DAYS ON WHICH SKIED

QUESTION 3E

|  |  | SKIER PROFILE |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | SKILL |  |  |  | AGE |  |  |  |  |  |  |  |  |
|  | TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| WEEKENDS | 982.9 | 97.1 | 450.3 | 332.3 | 102.7 | 259.9 | 277.6 | 190.1 | 80.5 | 94.9 | 41.5 | 11.1 | 13.4 | 22.4 |
|  | 55.7% | 55.3% | 54.6% | 54.3% | 68.2% | 52.0% | 54.8% | 62.9% | 53.5% | 59.4% | 48.3% | 55.0% | 49.6% | 86.5% |
|  | 100.0% | 9.9% | 45.8% | 33.8% | 10.4% | 26.4% | 28.2% | 19.3% | 8.2% | 8.6% | 4.2% | 1.1% | 1.4% | 2.3% |
| WEEKDAYS | 780.6 | 78.5 | 373.8 | 280.1 | 47.9 | 240.0 | 229.1 | 111.9 | 69.9 | 58.1 | 44.5 | 9.1 | 13.6 | 3.5 |
|  | 44.3% | 44.7% | 45.4% | 45.7% | 31.8% | 48.0% | 45.2% | 37.1% | 46.5% | 40.6% | 51.7% | 45.0% | 50.4% | 13.5% |
|  | 100.0% | 10.1% | 47.9% | 35.9% | 6.1% | 30.7% | 29.4% | 14.3% | 9.0% | 7.4% | 5.7% | 1.2% | 1.7% | .5% |
| BASE: SKI DAYS (000'S) | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
|  | 100.0% | 100.1% | 99.5% | 99.7% | 100.2% | 99.9% | 100.1% | 100.0% | 100.0% | 99.8% | 99.9% | 100.2% | 100.0% | 100.2% |
|  | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

```
                          DAYS ON WHICH SKIED                                           QUESTION 3E

                          #=======================================SKIER PROFILE========================================#
                                +----------------RESIDENT AGE------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                 TOTAL  12-17  18-24  25-29  30-34  35-39   40+
                          TOTAL  RES.   YEARS  YEARS  YEARS  YEARS  YEARS  YEARS   MALE FEMALE  UPPER MIDDLE LOWER STUDENT

WEEKDAYS                  982.9  876.3  254.7  243.5  161.3   67.3   76.7   72.0  613.1  369.8  156.0  239.1  113.6  340.4
                          55.7%  55.5%  51.9%  54.4%  63.4%  52.8%  60.2%  55.3%  55.4%  56.4%  52.5%  58.2%  56.6%  54.2%
                         100.0%  89.1%  25.9%  24.8%  16.4%   6.8%   7.8%   7.3%  62.4%  37.6%  15.9%  24.3%  11.6%  34.6%

WEEKENDS                  780.6  702.5  235.8  204.3   93.1   60.1   50.7   58.2  494.2  286.4  140.9  171.7   87.1  287.9
                          44.3%  44.5%  48.1%  45.6%  36.6%  47.2%  39.8%  44.7%  44.6%  43.6%  47.5%  41.8%  43.4%  45.8%
                         100.0%  90.0%  30.2%  26.2%  11.9%   7.7%   6.5%   7.5%  63.3%  36.7%  18.1%  22.0%  11.2%  36.9%

BASE: SKI DAYS (000'S)   1763.7 1578.9  490.4  448.1  254.4  127.4  127.3  130.2 1107.1  656.5  296.9  410.8  200.6  628.3
                         100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%  99.5%  99.9%  99.9% 100.1%  99.8%  99.9%
                         100.0%  89.5%  27.8%  25.4%  14.4%   7.2%   7.2%   7.4%  62.8%  37.2%  16.8%  23.3%  11.4%  35.6%
```

DAYS ON WHICH SKIED QUESTION 3E

SKIER PROFILE

LIFE STAGE

|  | TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAYS | 982.9 | 70.3 | 249.6 | 119.7 | 278.8 | 150.5 | 45.2 | 29.3 | 1.9 | 2.1 |
|  | 55.7% | 49.5% | 56.5% | 65.6% | 55.6% | 52.0% | 45.6% | 82.3% | 44.2% | 43.8% |
|  | 100.0% | 7.2% | 25.4% | 12.2% | 28.4% | 15.3% | 4.6% | 3.0% | .2% | .2% |
| WEEKENDS | 780.6 | 71.6 | 191.9 | 62.9 | 222.4 | 139.0 | 54.0 | 6.3 | 2.4 | 2.7 |
|  | 44.3% | 50.5% | 43.5% | 34.4% | 44.4% | 48.0% | 54.4% | 17.7% | 55.8% | 56.2% |
|  | 100.0% | 9.2% | 24.6% | 6.1% | 28.5% | 17.8% | 6.9% | .8% | .3% | .4% |
| BASE: SKI DAYS (000'S) | 1763.7 | 141.9 | 441.9 | 182.5 | 501.1 | 289.4 | 99.2 | 35.6 | 4.3 | 4.9 |
|  | 100.0% | 100.1% | 99.8% | 99.8% | 99.7% | 99.7% | 100.0% | 99.9% | 100.1% | 100.1% |
|  | 100.0% | 8.0% | 25.1% | 10.3% | 28.4% | 16.4% | 5.6% | 2.0% | .2% | .3% |

WHETHER OR NOT ON A TOUR PACKAGE

QUESTION 4C

| | | | SKIER ORIGIN | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENTS | | | | | | | |
| | | | ALBERTA | | | | | | | |
| | | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| YES | 31-1 | 208.4 | 158.4 | 62.4 | 50.1 | 62.2 | 54.3 | 7.9 | 31.0 | 2.9 |
| | | 19.5% | 17.9% | 18.0% | 15.9% | 17.9% | 20.1% | 10.1% | 23.5% | 5.1% |
| | | 100.0% | 76.0% | 29.9% | 24.0% | 29.8% | 26.0% | 3.8% | 14.9% | 1.4% |
| NO | 31-2 | 859.0 | 724.3 | 284.9 | 264.6 | 286.0 | 215.5 | 70.4 | 100.7 | 52.7 |
| | | 80.5% | 92.1% | 82.0% | 84.1% | 82.1% | 79.9% | 89.9% | 76.5% | 94.9% |
| | | 100.0% | 94.3% | 33.2% | 30.8% | 33.3% | 25.1% | 8.2% | 11.7% | 6.1% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 882.7 | 347.3 | 314.7 | 348.1 | 269.8 | 78.3 | 131.7 | 55.5 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 92.7% | 32.5% | 29.5% | 32.6% | 25.3% | 7.3% | 12.3% | 5.2% |

WHETHER OR NOT ON A TOUR PACKAGE QUESTION 4C

#==============================SKIER ORIGIN ON LAST TRIP(CONT'D)================================#

| | | | | *..................CANADA | | | | | ..................**......UNITED STATES | | | | .......**OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | LAST TRIP TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| YES | 31-1 | 208.4 | 50.0 | 23.8 | 1.4 | 3.8 | 2.5 | 11.5 | 3.6 | 1.0 | 24.0 | 6.4 | 6.7 | 10.9 | 2.2 |
| | | 19.5% | 27.1% | 18.9% | 6.8% | 14.4% | 14.0% | 26.2% | 29.9% | 19.3% | 60.8% | 79.3% | 69.0% | 50.3% | 11.4% |
| | | 100.0% | 24.0% | 11.4% | .7% | 1.8% | 1.2% | 5.5% | 1.7% | .5% | 11.5% | 3.1% | 3.2% | 5.2% | 1.1% |
| NO | 31-2 | 859.0 | 134.8 | 101.8 | 19.1 | 22.6 | 15.2 | 32.4 | 8.5 | 4.1 | 15.5 | 1.7 | 3.0 | 10.8 | 17.5 |
| | | 80.5% | 72.9% | 81.1% | 93.2% | 85.6% | 86.0% | 73.8% | 70.1% | 80.7% | 39.2% | 20.7% | 31.0% | 49.7% | 88.6% |
| | | 100.0% | 15.7% | 11.9% | 2.2% | 2.6% | 1.8% | 3.8% | 1.0% | .5% | 1.8% | .2% | .4% | 1.3% | 2.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 17.3% | 11.8% | 1.9% | 2.5% | 1.7% | 4.1% | 1.1% | .5% | 3.7% | .8% | .9% | 2.0% | 1.8% |

```
                          WHETHER OR NOT ON A TOUR PACKAGE                                                             QUESTION 4C
                                         #=========================ALBERTA DESTINATIONS ON LAST TRIP===========================#
                                         +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                                *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**...LAKE LOUISE..*
                                    LAST
                                    TRIP TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                   TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

YES                          31-1  208.4 130.9  80.9  50.0 109.6  59.6  50.0  81.5  33.5  48.1  41.1  15.5  25.6  34.4  13.6  20.8
                                   19.5% 16.9% 13.7% 27.1% 18.0% 14.0% 27.1% 17.3% 11.1% 28.4% 16.3%  9.5% 28.6% 21.3% 15.7% 27.6%
                                  100.0% 62.8% 38.8% 24.0% 52.6% 28.6% 24.0% 39.1% 16.1% 23.1% 19.7%  7.5% 12.3% 16.5%  6.5% 10.0%

NO                           31-2  859.0 645.8 511.0 134.8 501.0 366.2 134.8 389.2 267.7 121.4 211.5 147.6  63.9 127.4  72.8  54.6
                                   80.5% 83.1% 86.3% 72.9% 82.0% 86.0% 72.9% 82.7% 88.9% 71.6% 83.7% 90.5% 71.4% 78.7% 84.3% 72.4%
                                  100.0% 75.2% 59.5% 15.7% 58.3% 42.6% 15.7% 45.3% 31.2% 14.1% 24.6% 17.2%  7.4% 14.8%  8.5%  6.4%

BASE: SKI DAYS (000'S)            1067.5 776.6 591.9 184.8 610.6 425.8 184.8 470.7 301.2 169.5 252.6 163.1  89.5 161.8  86.4  75.4
      ON LAST TRIP                100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%
                                  100.0% 72.8% 55.4% 17.3% 57.2% 39.9% 17.3% 44.1% 28.2% 15.9% 23.7% 15.3%  8.4% 15.2%  8.1%  7.1%
```

```
                   WHETHER OR NOT ON A TOUR PACKAGE                                                                 QUESTION 4C
                                 #==========================ALBERTA DESTINATIONS ON LAST TRIP==========================#
                                 +---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING-----------------------+
                                                       *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                           LAST                                                                                        TRESS.*
                           TRIP  TOTAL  RESI-  NON-   TOTAL  RESI-  NON-          RESI-  NON-          RESI-  NON-   RESI-
                          TOTAL   ALTA  DENT   RES.    RMS   DENT   RES.   TOTAL  DENT   RES.   TOTAL  DENT   RES.   DENT

YES                31-1   208.4  130.9   80.9   50.0  109.6   59.6   50.0    3.6    1.9    1.7   15.9   14.0    1.9   12.1
                          19.5%  16.9%  13.7%  27.1%  18.0%  14.0%  27.1%  16.5%  11.3%  35.9%  15.1%  15.5%  12.6%  35.2%
                         100.0%  62.8%  38.8%  24.0%  52.6%  28.6%  24.0%   1.7%    .9%    .8%   7.6%   6.7%    .9%   5.8%

NO                 31-2   859.0  645.8  511.0  134.8  501.0  366.2  134.8   18.2   15.2    2.9   89.5   76.2   13.4   22.3
                          80.5%  83.1%  86.3%  72.9%  82.0%  86.0%  72.9%  83.5%  88.7%  64.1%  84.9%  84.5%  87.4%  64.8%
                         100.0%  75.2%  59.5%  15.7%  58.3%  42.6%  15.7%   2.1%   1.8%    .3%  10.4%   8.9%   1.6%   2.6%

BASE: SKI DAYS (000'S)   1067.5  776.6  591.9  184.8  610.6  425.8  184.8   21.8   17.2    4.6  105.4   90.1   15.3   34.5
      ON LAST TRIP       100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%
                         100.0%  72.8%  55.4%  17.3%  57.2%  39.9%  17.3%   2.0%   1.6%    .4%   9.9%   8.4%   1.4%   3.2%
```

```
                           WHETHER OR NOT ON A TOUR PACKAGE                                                   QUESTION 4C
                                           #===ALBERTA DESTINATION ON LAST TRIP===#FLATLAND#==OUT-OF-PROV.DESTINATION(LAST TRIP)==#
                                           +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.-----+
                                                                                   TOTAL
                                   LAST                                            FLAT-                     EASTERN
                                   TRIP    TOTAL    RESI-    NON-             RESI-    LAND     RESI-            KOOTE-
                                   TOTAL    ALTA    DENT     RES.    TOTAL    DENT     RES.     DENT     TOTAL   NAYS      TOTAL MONTANA

YES                         31-1   208.4   130.9    80.9     50.0    109.6     59.6     21.3     77.6     49.6    32.7      22.6    18.6
                                    19.5%   16.9%   13.7%    27.1%    18.0%    14.0%    12.8%    26.7%    26.4%   28.2%     23.6%   25.5%
                                   100.0%   62.8%   38.6%    24.0%    52.6%    28.6%    10.2%    37.2%    23.8%   15.7%     10.9%    9.0%

NO                          31-2   959.0   645.8   511.0    134.8    501.0    366.2    144.8    213.3    138.2    83.2      73.1    54.8
                                    80.5%   93.1%   86.3%    72.9%    82.0%    86.0%    87.2%    73.3%    73.6%   71.8%     76.4%   74.5%
                                   100.0%   75.2%   59.5%    15.7%    58.3%    42.6%    15.9%    24.8%    16.1%    9.7%      8.5%    6.4%

BASE: SKI DAYS (000'S)            1067.5   776.6   591.9    184.8    610.5    425.8    166.0    290.8    187.8   115.9      95.7    73.6
      ON LAST TRIP                 100.0%  100.0%  100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%  100.0%    100.0%  100.0%
                                   100.0%   72.8%   55.4%    17.3%    57.2%    39.9%    15.6%    27.2%    17.6%   10.9%      9.0%    6.9%
```

```
                          WHETHER OR NOT ON A TOUR PACKAGE                                             QUESTION 4C
                                   #==================================TRIP TIMING===================================#
                                   +-----------------SEASON------------------++------------------PERIOD SKIED-----------------+
                                                                               *......DAY SKIING......**...OVERNIGHT SKIING...*
                                LAST
                                TRIP START - XMAS -   EARLY    LATE   SPRING
                               TOTAL    UP   NEW YEAR WINTER  WINTER          TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

YES                     31-1   208.4     3.0    27.1    62.5    83.5    32.3    42.7    36.2     6.5   165.2   113.9    51.3
                               19.5%   10.3%   15.9%   24.4%   21.9%   14.0%   13.5%   20.7%    4.6%   22.2%   23.3%   20.1%
                              100.0%    1.4%   13.0%   30.0%   40.1%   15.5%   20.5%   17.4%    3.1%   79.3%   54.7%   24.6%

NO                      31-2   859.0    25.9   143.8   193.7   297.7   198.0   273.1   138.4   134.7   579.8   376.0   203.8
                               80.5%   89.7%   84.1%   75.6%   78.1%   86.0%   85.5%   79.3%   95.4%   77.3%   76.7%   79.9%
                              100.0%    3.0%   16.7%   22.5%   34.7%   23.0%   31.3%   16.1%   15.7%   67.5%   43.8%   23.7%

BASE: SKI DAYS (000'S)        1067.5    28.9   171.0   256.2   381.2   230.3   315.8   174.6   141.2   745.1   490.0   255.1
      ON LAST TRIP            100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                              100.0%    2.7%   16.0%   24.0%   35.7%   21.6%   29.6%   16.4%   13.2%   69.8%   45.9%   23.9%
```

```
                         WHETHER OR NOT ON A TOUR PACKAGE                                          QUESTION 4C

                               #===============================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)================================#
                                       +----TRAVEL----++-----------MODE(S)-------------++----ACCOMMODATION-----++-----SATISFACTION-----+
                                               INDE-                                        HOTEL/                          *...(TRIP IN GENERAL)..*
                                               PEN-                                         MOTEL/ PRIVATE          EXCEL-           FAIR/
                                 TOTAL  PACKAGE  DENT      CAR      AIR      BUS     TRAIN  LODGE   HOME      OTHER   LENT     GOOD    POOR

 YES                     31-1    130.9  130.9      -      39.9     41.1     78.3      3.3    89.1     1.6      3.1    63.8     52.0    15.1
                                  16.9% 100.0%             6.7%    32.8%    59.2%    35.7%   26.6%    1.3%     7.2%   20.2%    13.5%   20.6%
                                 100.0% 100.0%            30.5%    31.4%    59.8%     2.5%   68.1%    1.2%     2.4%   48.7%    39.7%   11.5%

 NO                      31-2    645.8      -    645.8   551.8     84.1     53.9      6.0   246.1   120.5     40.2   251.8    334.2    58.1
                                  83.1%          100.0%   93.3%    67.2%    40.3%    64.3%   73.4%   98.7%    92.8%   79.8%    86.5%   79.4%
                                 100.0%          100.0%   85.4%    13.0%     3.4%      .9%   38.1%   18.7%     6.2%   39.0%    51.9%    9.0%

BASE: SKI DAYS (000'S)           776.6  130.9    645.8   591.7    125.2    132.2      9.3   335.2   122.1     43.3   315.6    386.2    73.2
      ON LAST TRIP               100.0% 100.0%   100.0%  100.0%   100.0%   100.0%   100.0%  100.0%  100.0%   100.0%  100.0%   100.0%  100.0%
                                 100.0%  16.9%    83.1%   76.2%    16.1%    17.0%     1.2%   43.2%   15.7%     5.6%   40.6%    49.7%    9.4%
```

WHETHER OR NOT ON A TOUR PACKAGE

QUESTION 4C

| | | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| YES | 31-1 | 50.0 | 44.5 | 2.7 | 2.7 | 32.0 | 18.0 |
| | | 27.1% | 36.2% | 7.5% | 10.9% | 36.0% | 18.8% |
| | | 100.0% | 89.0% | 5.4% | 5.5% | 63.9% | 36.1% |
| NO | 31-2 | 134.8 | 78.4 | 33.7 | 22.3 | 56.8 | 77.9 |
| | | 72.9% | 63.8% | 92.5% | 89.1% | 64.0% | 81.2% |
| | | 100.0% | 58.2% | 25.0% | 16.6% | 42.1% | 57.8% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |

WHETHER OR NOT ON A TOUR PACKAGE

QUESTION 4C

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | LAST TRIP TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| YES | 31-1 | 208.4 | 26.7 | 119.1 | 55.2 | 7.5 | 67.8 | 47.2 | 40.4 | 22.0 | 11.1 | 10.7 | 4.7 | 2.5 | 1.9 |
| | | 19.5% | 23.1% | 22.9% | 15.5% | 10.0% | 28.7% | 14.7% | 20.4% | 21.2% | 11.7% | 17.3% | 22.9% | 14.0% | 17.0% |
| | | 100.0% | 12.8% | 57.1% | 26.5% | 3.6% | 32.5% | 22.6% | 19.4% | 10.5% | 5.3% | 5.1% | 2.3% | 1.2% | .9% |
| NO | 31-2 | 859.0 | 88.7 | 401.9 | 300.2 | 67.4 | 168.9 | 272.8 | 157.4 | 81.8 | 83.9 | 51.3 | 16.0 | 15.2 | 9.4 |
| | | 80.5% | 76.9% | 77.1% | 84.5% | 90.0% | 71.3% | 85.3% | 79.6% | 78.8% | 88.3% | 82.7% | 77.1% | 86.0% | 83.0% |
| | | 100.0% | 10.3% | 46.8% | 34.9% | 7.8% | 19.7% | 31.8% | 18.3% | 9.5% | 9.8% | 6.0% | 1.9% | 1.8% | 1.1% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 115.3 | 521.0 | 355.4 | 74.8 | 236.6 | 320.0 | 197.9 | 103.8 | 95.1 | 62.0 | 20.8 | 17.7 | 11.3 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.8% | 48.8% | 33.3% | 7.0% | 22.2% | 30.0% | 18.5% | 9.7% | 8.9% | 5.8% | 1.9% | 1.7% | 1.1% |

```
                  WHETHER OR NOT ON A TOUR PACKAGE                                                     QUESTION 4C

                      #=========================================SKIER PROFILE=============================================#
                             +------------------RESIDENT AGE-------------------++-----SEX-----++--SOCIO-ECONOMIC STATUS---+
                        LAST
                        TRIP   TOTAL   12-17   18-24   25-29   30-34   35-39    40+
                       TOTAL   RES.    YEARS   YEARS   YEARS   YEARS   YEARS   YEARS    MALE FEMALE  UPPER MIDDLE LOWER STUDENT

 YES              31-1  208.4  158.4    66.0    36.1    26.8    14.5     5.9     9.2   112.3   96.1   46.6   40.6   11.0   74.2
                        19.5%  17.9%   29.0%   13.8%   17.8%   17.9%    7.4%   11.1%   16.5%  24.8%  24.0%  14.9%   8.8%  23.9%
                       100.0%  76.0%   31.7%   17.3%   12.9%    7.0%    2.8%    4.4%   53.9%  46.1%  22.4%  19.5%   5.3%  35.6%

 NO               31-2  859.0  724.3   161.2   225.0   123.5    66.3    73.5    73.6   567.0  292.0  147.4  232.1  114.6  236.7
                        80.5%  82.1%   71.0%   86.2%   82.2%   82.1%   92.6%   88.9%   83.5%  75.2%  76.0%  85.1%  91.2%  76.1%
                       100.0%  84.3%   18.8%   26.2%   14.4%    7.7%    9.6%    8.6%   66.0%  34.0%  17.2%  27.0%  13.3%  27.6%

 BASE: SKI DAYS (000'S) 1067.5  882.7  227.2   261.1   150.2    80.8    79.4    32.8   679.4  388.1  194.0  272.7  125.7  310.9
       ON LAST TRIP    100.0% 100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0% 100.0% 100.0% 100.0% 100.0% 100.0%
                       100.0%  82.7%   21.3%   24.5%   14.1%    7.6%    7.4%    7.8%   63.6%  36.4%  18.2%  25.5%  11.6%  29.1%
```

WHETHER OR NOT ON A TOUR PACKAGE

QUESTION 4C

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | LAST TRIP TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| YES | 31-1 | 208.4 | 23.0 | 46.0 | 25.8 | 55.7 | 42.9 | 5.5 | 3.0 | .5 | .8 |
| | | 19.5% | 19.5% | 16.8% | 21.2% | 21.2% | 25.1% | 10.7% | 15.5% | 13.0% | 17.3% |
| | | 100.0% | 11.0% | 22.1% | 12.4% | 26.7% | 20.6% | 2.6% | 1.4% | .2% | .4% |
| NO | 31-2 | 859.0 | 94.7 | 228.6 | 95.5 | 206.9 | 127.8 | 45.3 | 16.0 | 3.1 | 4.0 |
| | | 80.5% | 80.5% | 83.2% | 78.8% | 78.8% | 74.9% | 89.3% | 84.5% | 87.0% | 82.7% |
| | | 100.0% | 11.0% | 26.6% | 11.1% | 24.1% | 14.9% | 5.3% | 1.9% | .4% | .5% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 117.7 | 274.6 | 121.3 | 262.6 | 170.7 | 50.8 | 19.0 | 3.5 | 4.9 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 11.0% | 25.7% | 11.4% | 24.6% | 16.0% | 4.8% | 1.8% | .3% | .5% |

```
                      NAME OF TOUR PACKAGE ON LAST TRIP                                             QUESTION 40
RESIDENT                    #==================SKIER ORIGIN (LAST TRIP:TOUR PKG.)=================#
                            *.............................RESIDENTS...............................*
                              *.....   ......   ......  ALBERTA   .......   ......   ......   .....*
                                                                            OTHER     REGI-    HINT-
                                        CAL.&    CAL.     EDM.&    EDM. &   MAJOR     ONAL     ERLAND
                              TOTAL     REG.     METRO    DMC      REGION   CNTR.     MRKT.    MRKT.

SCHOOL/COMMUNITY      32-1    70.0      22.4     17.2     27.5     26.1      1.4     17.3      2.9
                              44.2%     35.8%    34.4%    44.2%    48.2%    17.5%    55.8%   100.0%
                             100.0%     31.9%    24.6%    39.3%    37.3%     2.0%    24.7%     4.1%

TRAVEL AGENCY MENTIONS 32-2   24.7       8.6      7.4      9.9      9.3       .6      6.3       -
                              15.6%     13.7%    14.8%    15.9%    17.1%     7.7%    20.2%
                             100.0%     34.6%    30.1%    40.1%    37.6%     2.5%    25.3%

SKI CLUB              32-3    15.4      12.1     12.1      1.3      1.3       -       2.0       -
                               9.7%     19.5%    24.2%     2.1%     2.5%              6.3%
                             100.0%     78.6%    78.6%     8.6%     8.6%             12.7%

SKI HILL PACKAGE      32-4    15.3       7.5      3.2      6.2      6.2       -       1.5       -
                               9.6%     12.1%     6.4%    10.0%    11.5%              4.9%
                             100.0%     49.3%    21.1%    40.7%    40.7%             10.0%

PRIVATE CHARTER (UNSP) 32-8    9.4       2.2       .5      4.1      4.1       -       3.1       -
                               5.9%      3.5%      .9%     6.6%     7.6%              9.9%
                             100.0%     23.3%     5.0%    44.0%    44.0%             32.7%

OTHER MENTIONS        32-0     6.4        -        -       5.5      4.1      1.4       .9       -
                               4.0%                        8.8%     7.6%    17.5%     2.9%
                             100.0%                       85.8%    64.1%    21.7%    14.2%

DON'T KNOW            32-X     9.2       3.4      3.4      5.8      3.1      2.7       -        -
                               5.8%      5.5%     6.8%     9.3%     5.7%    33.9%
                             100.0%     37.2%    37.2%    62.8%    33.4%    29.3%

NOT STATED            32-R     8.1       6.2      6.2      1.9       -       1.9       -        -
                               5.1%     10.0%    12.4%     3.0%             23.4%
                             100.0%     77.0%    77.0%    23.0%             23.0%

BASE: SKI DAYS (000'S)       158.4      62.4     50.1     62.2     54.3      7.9     31.0      2.9
      ON LAST TRIP            99.9%    100.1%    99.9%    99.9%   100.2%   100.0%   100.0%   100.0%
                             100.0%     39.4%    31.6%    39.3%    34.2%     5.0%    19.6%     1.8%
```

NAME OF TOUR PACKAGE ON LAST TRIP

SKIER ORIGIN (NON-RESIDENT ON TOUR PKG.)

| | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | 1.2<br>5.0%<br>100.0% | .2<br>14.8%<br>17.5% | .2<br>4.3%<br>13.9% | .1<br>4.7%<br>9.7% | - | - | .7<br>71.5%<br>58.9% | - | - | - | - | - |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 12.4<br>52.4%<br>72.5% | 0.4<br>33.7%<br>2.3% | - | 0.9<br>36.1%<br>5.3% | 8.2<br>71.4%<br>48.0% | 2.6<br>73.2%<br>15.2% | 0.3<br>26.9%<br>1.8% | 4.7<br>19.4%<br>27.5% | - | 0.9<br>13.5%<br>5.3% | 3.8<br>34.4%<br>22.2% | - |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 6.3<br>26.1%<br>24.9% | 0.5<br>37.0%<br>2.0% | 2.4<br>64.7%<br>9.5% | 1.0<br>40.3%<br>4.0% | 2.0<br>17.3%<br>7.9% | 0.2<br>5.5%<br>0.8% | *<br>1.6%<br>0.2% | 17.1<br>71.5%<br>67.6% | 5.9<br>91.9%<br>23.3% | 5.8<br>86.5%<br>22.9% | 5.6<br>50.6%<br>22.1% | 1.8<br>86.0%<br>7.1% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 1.7<br>7.2%<br>63.0% | 0.2<br>12.7%<br>7.4% | 0.7<br>18.9%<br>25.9% | 0.3<br>13.5%<br>11.1% | 0.5<br>4.0%<br>18.5% | - | - | 0.9<br>4.0%<br>33.3% | 0.1<br>1.9%<br>3.7% | - | 0.8<br>7.6%<br>29.6% | - |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | 1.0<br>4.4%<br>54.7% | - | .3<br>6.8%<br>13.8% | - | .6<br>5.6%<br>33.7% | .1<br>3.8%<br>7.2% | - | .9<br>3.6%<br>45.3% | .4<br>6.2%<br>20.8% | - | .5<br>4.3%<br>24.5% | - |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .1<br>.6%<br>32.3% | - | - | .1<br>5.4%<br>32.3% | - | - | - | .2<br>.7%<br>42.5% | - | - | .2<br>1.6%<br>42.5% | .1<br>4.6%<br>25.1% |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | .4<br>1.7%<br>72.5% | *<br>1.8%<br>4.6% | .2<br>5.1%<br>35.1% | - | .2<br>1.6%<br>32.7% | - | - | .2<br>.6%<br>27.5% | - | - | .2<br>1.4%<br>27.5% | - |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | .6<br>2.7%<br>75.3% | - | - | - | - | .6<br>17.6%<br>75.3% | - | - | - | - | - | .2<br>9.3%<br>24.7% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 23.8<br>100.1%<br>47.5% | 1.4<br>100.0%<br>2.8% | 3.8<br>99.8%<br>7.6% | 2.5<br>100.0%<br>4.9% | 11.5<br>99.9%<br>23.0% | 3.6<br>100.1%<br>7.2% | 1.0<br>100.0%<br>2.0% | 24.0<br>99.8%<br>48.0% | 6.4<br>100.0%<br>12.7% | 6.7<br>100.0%<br>13.4% | 10.9<br>99.9%<br>21.8% | 2.2<br>99.9%<br>4.5% |

```
                    NAME OF TOUR PACKAGE ON LAST TRIP                                   QUESTION 4D
ESIDENT                        #=====ALBERTA DESTINATIONS (LAST TRIP:TOUR PKG.)=====#*........OUT-OF-PROV.........*
                                                                                        *...B.C....**..U.S.A...*
                                           BANFF/
                              TOTAL         LAKE              MT.                                 EAST.
                              RESI-  ALTA  LOUISE SUN-SKIING  NOR-  MAR-  FOR-  FLAT- TOTAL      KOOTE-        MONT-
                               DENT  (RES)   RMSREGIONSHINE LOUISE QUAY   MOT TRESS  LAND  (RES) TOTAL  NAY  TOTAL  ANA

SCHOOL/COMMUNITY        32-1   70.0  46.2  26.5  13.8   8.6   2.1   1.9   4.5   8.2  21.7  23.8  15.9  13.3   6.9   3.1
                               44.2% 57.1% 44.5% 41.3% 55.1% 15.2%100.0% 32.2% 67.5% 62.4% 30.7% 32.1% 40.8% 30.4% 16.3%
                              100.0% 66.0% 37.9% 19.7% 12.2%  3.0%  2.8%  6.4% 11.7% 31.1% 34.0% 22.7% 19.1%  9.8%  4.4%

TRAVEL AGENCY MENTIONS  32-2   24.7  10.8  10.8   6.3   2.9   3.3     -   4.0    .5   3.3  13.9   4.8   4.1   4.8   4.8
                               15.6% 13.3% 18.1% 18.7% 18.8% 24.6%       28.4%  4.5%  9.6% 18.0%  9.6% 12.6% 21.1% 25.4%
                              100.0% 43.6% 43.6% 25.4% 11.9% 13.5%       16.1%  2.2% 13.5% 56.4% 19.3% 16.7% 19.3% 19.3%

SKI CLUB                32-3   15.4   3.3   2.5   2.5     -   1.3     -     -     -   2.2  12.1   9.3     -   2.8   2.8
                                9.7%  4.1%  4.2%  7.4%        9.8%                    6.2% 15.7% 18.8%       12.5% 15.0%
                              100.0% 21.4% 16.1% 16.1%        8.6%                   13.9% 78.6% 60.4%       18.3% 18.3%

SKI HILL PACKAGE        32-4   15.3   6.9   6.9   5.2    .7   4.5     -   1.7     -   4.5   8.4   8.4   4.1     -     -
                                9.6%  8.5% 11.5% 15.5%  4.2% 33.3%       12.1%       13.0% 10.8% 17.0% 12.6%
                              100.0% 45.0% 45.0% 33.9%  4.3% 29.6%       11.1%       29.6% 55.0% 55.0% 26.9%

PRIVATE CHARTER (UNSP)  32-8    9.4   3.5   2.0    .5     -    .5     -   2.3     -   1.2   5.8   4.5   4.5   1.3   1.3
                                5.9%  4.4%  4.6%  1.4%        3.4%       16.5%        3.5%  7.5%  9.1% 13.7%  5.9%  7.2%
                              100.0% 37.7% 29.6%  5.0%        5.0%       24.6%       13.0% 62.3% 48.0% 48.0% 14.3% 14.3%

OTHER MENTIONS          32-0    6.4    .9    .9    .9     -    .9     -     -     -    .9   5.5   1.4   1.4   4.1   4.1
                                4.0%  1.1%  1.5%  2.7%        6.7%                    2.6%  7.1%  2.8%  4.2% 18.1% 21.8%
                              100.0% 14.2% 14.2% 14.2%       14.2%                   14.2% 85.8% 21.7% 21.7% 64.1% 64.1%

DON'T KNOW              32-X    9.2   6.5   6.5   3.4   3.4     -     -   1.5   1.6     -   2.7     -     -   2.7   2.7
                                5.8%  8.0% 10.9% 10.2% 22.0%             10.8% 12.8%        3.5%             11.9% 14.3%
                              100.0% 70.7% 70.7% 37.2% 37.2%             16.5% 16.9%       29.3%             29.3% 29.3%

NOT STATED              32-R    8.1   2.8   2.8    .9     -    .9     -     -   1.9    .9   5.3   5.3   5.3     -     -
                                5.1%  3.5%  4.7%  2.8%        7.0%             15.3%  2.7%  6.8% 10.6% 16.1%
                              100.0% 34.8% 34.8% 11.7%       11.7%             23.0% 11.7% 65.2% 65.2% 65.2%

BASE: SKI DAYS (000'S)        158.4  80.9  59.6  33.5  15.5  13.6   1.9  14.0  12.1  34.8  77.6  49.6  32.7  22.6  18.8
      ON LAST TRIP             99.9%100.0%100.0%100.0%100.1%100.0%100.0%100.0%100.1%100.0%100.1%100.0%100.0% 99.9%100.0%
                              100.0% 51.0% 37.6% 21.1%  9.8%  8.6%  1.2%  8.8%  7.7% 22.0% 49.0% 31.3% 20.7% 14.3% 11.9%
```

NAME OF TOUR PACKAGE ON LAST TRIP

NON-RESIDENT

| | | *............NON-RESIDENT ON TOUR PKG..............* | | | | | |
|---|---|---|---|---|---|---|---|
| | | TOTAL | BANFF/ L.LOUISE REGION | SUNSHINE | SKIING LOUISE | MT. NORQUAY | MARMOT |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | 1.2<br>2.5%<br>100.0% | .1<br>.5%<br>9.7% | 1.1<br>5.1%<br>90.3% | - | - |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 16.5<br>34.2%<br>96.5% | 9.6<br>37.5%<br>56.1% | 6.7<br>31.9%<br>39.2% | 0.2<br>12.5%<br>1.2% | 0.7<br>37.1%<br>4.1% |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 24.1<br>50.1%<br>95.2% | 12.2<br>47.4%<br>48.2% | 10.4<br>50.6%<br>41.1% | 1.3<br>87.4%<br>5.1% | 1.2<br>61.4%<br>4.7% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 2.7<br>5.5%<br>100.0% | 1.5<br>5.7%<br>55.5% | 1.2<br>5.7%<br>44.4% | - | - |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | 1.9<br>3.9%<br>98.4% | 1.1<br>4.2%<br>56.4% | .8<br>3.8%<br>42.0% | - | *<br>1.5%<br>1.6% |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .4<br>.9%<br>100.0% | .2<br>.7%<br>42.5% | .2<br>1.1%<br>57.5% | - | - |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | .6<br>1.2%<br>100.0% | .2<br>.8%<br>35.1% | .4<br>1.7%<br>64.9% | - | - |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | .8<br>1.8%<br>100.0% | .8<br>3.3%<br>100.0% | - | - | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 48.1<br>100.1%<br>96.1% | 25.6<br>100.1%<br>51.1% | 20.8<br>99.9%<br>41.7% | 1.7<br>99.9%<br>3.3% | 1.9<br>100.0%<br>3.9% |

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 40

RESIDENT

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRIP TIMING (LAST TRIP:TOUR PKG.) | | | | | | | | | | |
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | RESI- DENT | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| SCHOOL/COMMUNITY | 32-1 | 70.0<br>44.2%<br>100.0% | 1.5<br>50.1%<br>2.1% | 7.4<br>32.3%<br>10.6% | 20.6<br>42.0%<br>29.4% | 32.8<br>51.4%<br>46.3% | 7.7<br>39.0%<br>11.0% | 33.9<br>79.5%<br>48.4% | 30.4<br>64.1%<br>43.4% | 3.5<br>53.7%<br>5.0% | 36.1<br>31.2%<br>51.6% | 26.6<br>39.6%<br>38.0% | 9.5<br>19.6%<br>13.6% |
| TRAVEL AGENCY MENTIONS | 32-2 | 24.7<br>15.6%<br>100.0% | .7<br>22.4%<br>2.7% | 2.6<br>11.2%<br>10.4% | 11.7<br>23.9%<br>47.4% | 9.8<br>15.3%<br>39.6% | - | 2.7<br>6.3%<br>10.9% | 2.0<br>5.6%<br>8.2% | .7<br>10.1%<br>2.6% | 22.0<br>19.0%<br>89.1% | 8.5<br>12.7%<br>34.6% | 13.5<br>27.7%<br>54.6% |
| SKI CLUB | 32-3 | 15.4<br>9.7%<br>100.0% | .8<br>27.6%<br>5.3% | 4.0<br>17.3%<br>25.7% | 1.3<br>2.7%<br>8.6% | 3.5<br>5.5%<br>22.7% | 5.8<br>29.3%<br>37.7% | - | - | - | 15.4<br>13.3%<br>100.0% | 3.3<br>4.9%<br>21.4% | 12.1<br>25.0%<br>78.6% |
| SKI HILL PACKAGE | 32-4 | 15.3<br>9.6%<br>100.0% | - | - | 8.5<br>17.5%<br>55.8% | 3.2<br>5.1%<br>21.1% | 3.5<br>17.7%<br>23.0% | .7<br>1.5%<br>4.3% | .7<br>1.8%<br>4.3% | - | 14.6<br>12.6%<br>95.7% | 10.4<br>15.4%<br>67.8% | 4.3<br>8.6%<br>28.0% |
| PRIVATE CHARTER (UNSP) | 32-8 | 9.4<br>5.9%<br>100.0% | - | 1.3<br>5.9%<br>14.3% | 5.2<br>10.7%<br>56.0% | 2.8<br>4.4%<br>29.7% | - | 1.2<br>2.9%<br>13.0% | 1.2<br>3.4%<br>13.0% | - | 8.1<br>7.0%<br>87.0% | 5.1<br>7.6%<br>54.3% | 3.1<br>6.3%<br>32.7% |
| OTHER MENTIONS | 32-0 | 6.4<br>4.0%<br>100.0% | - | - | - | 5.5<br>8.6%<br>85.9% | .9<br>4.6%<br>14.2% | 1.4<br>3.3%<br>21.7% | - | 1.4<br>21.5%<br>21.7% | 5.0<br>4.3%<br>78.3% | 4.1<br>6.1%<br>64.1% | .9<br>1.9%<br>14.2% |
| DON'T KNOW | 32-X | 9.2<br>5.8%<br>100.0% | - | 7.7<br>33.4%<br>83.5% | 1.5<br>3.1%<br>16.5% | - | - | - | - | - | 9.2<br>7.9%<br>100.0% | 9.2<br>13.7%<br>100.0% | - |
| NOT STATED | 32-R | 8.1<br>5.1%<br>100.0% | - | - | - | 6.2<br>9.7%<br>77.0% | 1.9<br>9.4%<br>23.0% | 2.8<br>6.6%<br>34.8% | 1.9<br>5.1%<br>23.0% | .9<br>14.7%<br>11.7% | 5.3<br>4.5%<br>65.2% | - | 5.3<br>10.8%<br>65.2% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 158.4<br>99.9%<br>100.0% | 3.0<br>100.1%<br>1.9% | 22.9<br>100.1%<br>14.5% | 48.9<br>99.9%<br>30.9% | 63.8<br>100.0%<br>40.3% | 19.8<br>100.0%<br>12.5% | 42.6<br>100.1%<br>26.9% | 36.2<br>100.0%<br>22.8% | 6.5<br>100.0%<br>4.1% | 115.8<br>99.8%<br>73.1% | 67.1<br>100.0%<br>42.4% | 48.7<br>100.1%<br>30.7% |

NAME OF TOUR PACKAGE ON LAST TRIP

NON-RESIDENT

QUESTION 4B

| | | TRIP TIMING (NON-RESIDENT ON TOUR PKG.) | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | PERIOD SKIED | | | | | |
| | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | NON-RESI-DENT | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | .1<br>2.7%<br>9.7% | .7<br>5.1%<br>58.9% | .2<br>1.1%<br>17.5% | .2<br>1.3%<br>13.9% | - | - | | 1.2<br>2.4%<br>100.0% | .9<br>1.9%<br>76.4% | .3<br>10.7%<br>23.6% |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 1.1<br>26.0%<br>6.4% | 4.8<br>36.1%<br>28.1% | 6.7<br>33.7%<br>39.2% | 4.5<br>36.1%<br>26.3% | - | - | | 16.8<br>34.1%<br>98.2% | 16.4<br>35.2%<br>95.9% | 0.4<br>15.3%<br>2.3% |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 1.8<br>45.7<br>7.1% | 6.2<br>45.1%<br>24.5% | 11.3<br>57.3%<br>44.7% | 5.8<br>48.1%<br>22.9% | - | - | | 25.0<br>49.9%<br>98.8% | 23.8<br>51.1%<br>94.1% | 1.1<br>34.8%<br>4.3% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 0.7<br>18.0%<br>25.9% | 0.4<br>2.6%<br>14.8% | 0.5<br>2.7%<br>18.5% | 1.0<br>8.0%<br>37.0% | - | - | | 2.7<br>5.3%<br>100.0% | 2.5<br>5.3%<br>92.6% | 0.2<br>5.2%<br>7.4% |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | .1<br>3.3%<br>7.2% | .9<br>7.0%<br>50.0% | .7<br>3.3%<br>34.3% | .2<br>1.3%<br>8.5% | - | - | | 1.9<br>3.8%<br>100.0% | 1.6<br>3.4%<br>85.0% | .3<br>10.9%<br>15.0% |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | - | .4<br>3.0%<br>100.0% | - | - | - | - | | .4<br>.8%<br>100.0% | .3<br>.6%<br>67.7% | .1<br>5.1%<br>32.3% |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | .2<br>4.3%<br>32.7% | .2<br>1.1%<br>27.5% | .2<br>1.0%<br>35.1% | *<br>.2%<br>4.6% | *<br>100.0%<br>4.6% | *<br>100.0%<br>4.6% | | .5<br>1.1%<br>95.4% | .3<br>.6%<br>49.5% | .3<br>9.8%<br>45.9% |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | - | - | .2<br>1.1%<br>24.7% | .6<br>5.1%<br>75.3% | - | - | | .8<br>1.7%<br>100.0% | .8<br>1.8%<br>100.0% | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 4.2<br>100.0%<br>8.4% | 13.6<br>100.0%<br>27.3% | 19.7<br>100.2%<br>39.4% | 12.5<br>100.1%<br>24.9% | *<br>100.0%<br>.1% | *<br>100.0%<br>.1% | | 49.4<br>100.0%<br>98.9% | 46.8<br>99.9%<br>93.6% | 2.6<br>100.1%<br>5.2% |

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 40

RESIDENT

| | | | ========================TRAVEL BEHAVIOUR (LAST TRIP:TOUR PKG.IN ALTA)======================== | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | +TRAVEL+ | -----------MODE(S)----------- | | | | +----ACCOMMODATION----- | | +-----SATISFACTION----- | | |
| | | | | | | | | | | | *...(TRIP IN GENERAL)..* | | |
| | | RESI-DENT | PACKAGE | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| SCHOOL/COMMUNITY | 32-1 | 46.2 | 46.2 | 3.0 | | 40.8 | .9 | 15.3 | - | .9 | 21.9 | 15.9 | 8.4 |
| | | 57.1% | 57.1% | 17.7% | | 66.5% | 100.0% | 36.9% | | 50.3% | 60.2% | 52.5% | 59.2% |
| | | 100.0% | 100.0% | 6.6% | | 88.2% | 2.0% | 33.1% | | 2.0% | 47.4% | 36.4% | 18.2% |
| TRAVEL AGENCY MENTIONS | 32-2 | 10.8 | 10.8 | 4.7 | | 6.0 | - | 8.7 | - | - | 3.9 | 4.6 | 2.3 |
| | | 13.3% | 13.3% | 27.6% | | 9.9% | | 21.0% | | | 10.7% | 15.2% | 16.0% |
| | | 100.0% | 100.0% | 44.0% | | 55.0% | | 80.8% | | | 36.0% | 42.8% | 21.1% |
| SKI CLUB | 32-3 | 3.3 | 3.3 | 2.0 | | 1.3 | - | 2.5 | .8 | - | 1.3 | 2.0 | - |
| | | 4.1% | 4.1% | 11.4% | | 2.2% | | 6.0% | 100.0% | | 3.7% | 6.5% | |
| | | 100.0% | 100.0% | 59.5% | | 40.5% | | 75.2% | 24.8% | | 40.5% | 59.5% | |
| SKI HILL PACKAGE | 32-4 | 6.9 | 6.9 | 5.2 | | 1.7 | - | 6.2 | - | - | 2.3 | 1.0 | 3.5 |
| | | 8.5% | 8.5% | 30.1% | | 2.9% | | 15.0% | | | 6.5% | 3.3% | 24.8% |
| | | 100.0% | 100.0% | 75.3% | | 24.7% | | 90.5% | | | 34.2% | 14.6% | 51.2% |
| PRIVATE CHARTER (UNSP) | 32-8 | 3.5 | 3.5 | .8 | | 2.8 | - | 2.3 | - | - | 3.5 | - | - |
| | | 4.4% | 4.4% | 4.4% | | 4.5% | | 5.6% | | | 9.7% | | |
| | | 100.0% | 100.0% | 21.5% | | 73.5% | | 65.4% | | | 100.0% | | |
| OTHER MENTIONS | 32-0 | .9 | .9 | - | | .9 | - | - | - | .9 | - | .9 | - |
| | | 1.1% | 1.1% | | | 1.5% | | | | 49.7% | | 3.0% | |
| | | 100.0% | 100.0% | | | 100.0% | | | | 100.0% | | 100.0% | |
| DON'T KNOW | 32-X | 6.5 | 6.5 | 1.5 | | 5.0 | - | 6.5 | - | - | 1.5 | 5.0 | - |
| | | 8.0% | 8.0% | 8.8% | | 8.1% | | 15.6% | | | 4.2% | 16.4% | |
| | | 100.0% | 100.0% | 23.4% | | 76.6% | | 100.0% | | | 23.4% | 76.6% | |
| NOT STATED | 32-R | 2.8 | 2.8 | - | | 2.8 | - | - | - | - | 1.9 | .9 | - |
| | | 3.5% | 3.5% | | | 4.6% | | | | | 5.1% | 3.1% | |
| | | 100.0% | 100.0% | | | 100.0% | | | | | 66.2% | 33.8% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 80.9 | 80.9 | 17.2 | | 61.3 | .9 | 41.5 | .8 | 1.8 | 36.4 | 30.3 | 14.2 |
| | | 100.0% | 100.0% | 100.0% | | 100.1% | 100.0% | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 100.0% | 21.3% | | 75.8% | 1.1% | 51.3% | 1.0% | 2.3% | 45.0% | 37.5% | 17.6% |

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 48

NON-RESIDENT

#==========================TRAVEL BEHAVIOUR (NON-RESIDENT ON TOUR PKG.)==========================#

| | | +TRAVEL+ | +MODE(S) | | | | +ACCOMMODATION | | | +SATISFACTION (TRIP IN GENERAL) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | NON-RESI-DENT | PACKAGE | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | 1.2<br>2.4%<br>100.0% | - | .7<br>1.7%<br>58.9% | 1.2<br>7.0%<br>100.0% | - | .4<br>.8%<br>31.4% | - | .8<br>62.9%<br>68.6% | .2<br>.8%<br>17.5% | 1.0<br>4.5%<br>82.5% | - |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 17.1<br>34.2%<br>100.0% | 9.3<br>41.2%<br>54.4% | 15.5<br>37.8%<br>90.6% | 3.7<br>22.0%<br>21.6% | 1.2<br>49.3%<br>7.0% | 16.6<br>34.8%<br>97.1% | - | 0.2<br>18.0%<br>1.2% | 9.8<br>35.4%<br>57.3% | 7.3<br>33.8%<br>42.7% | 0.1<br>10.8%<br>0.6% |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 25.3<br>50.5%<br>100.0% | 9.9<br>43.5%<br>39.1% | 20.9<br>51.0%<br>82.6% | 10.8<br>63.7%<br>42.7% | 0.4<br>18.1%<br>1.6% | 24.2<br>51.3%<br>95.6% | 0.8<br>99.9%<br>3.2% | 0.1<br>11.5%<br>0.4% | 14.2<br>51.8%<br>56.1% | 10.6<br>48.7%<br>41.9% | 0.5<br>58.8%<br>2.0% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 2.7<br>5.3%<br>100.0% | 1.6<br>7.2%<br>59.2% | 0.8<br>2.0%<br>29.6% | 0.5<br>2.9%<br>18.5% | 0.5<br>21.4%<br>18.5% | 2.6<br>5.4%<br>96.3% | - | 0.1<br>7.5%<br>3.7% | 1.4<br>5.0%<br>51.8% | 1.0<br>4.6%<br>37.0% | 0.3<br>30.4%<br>11.1% |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | 1.9<br>3.8%<br>100.0% | .6<br>2.7%<br>32.6% | 1.6<br>4.0%<br>86.2% | .3<br>1.7%<br>15.6% | - | 1.9<br>4.0%<br>100.0% | - | - | .9<br>3.2%<br>46.8% | 1.0<br>4.7%<br>53.2% | - |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .4<br>.8%<br>100.0% | .2<br>.8%<br>42.5% | .3<br>.7%<br>67.7% | .2<br>1.4%<br>57.5% | - | .4<br>.9%<br>100.0% | - | - | .2<br>.6%<br>42.5% | .2<br>1.1%<br>57.5% | - |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | .6<br>1.1%<br>100.0% | .4<br>1.9%<br>78.0% | .3<br>.8%<br>60.3% | - | .1<br>2.5%<br>10.7% | .5<br>1.1%<br>95.4% | - | - | .2<br>.8%<br>38.3% | .3<br>1.6%<br>61.7% | - |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | .8<br>1.7%<br>100.0% | .6<br>2.8%<br>75.3% | .8<br>2.1%<br>100.0% | .2<br>1.2%<br>24.7% | .2<br>8.7%<br>24.7% | .8<br>1.8%<br>100.0% | - | - | .6<br>2.3%<br>75.3% | .2<br>1.0%<br>24.7% | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 50.0<br>99.8%<br>100.0% | 22.7<br>100.1%<br>45.4% | 41.1<br>100.1%<br>82.2% | 17.0<br>99.9%<br>34.1% | 2.4<br>100.0%<br>4.8% | 47.6<br>100.1%<br>95.2% | .8<br>99.9%<br>1.6% | 1.3<br>99.9%<br>2.6% | 27.4<br>99.9%<br>54.8% | 21.7<br>100.0%<br>43.4% | .9<br>100.0%<br>1.8% |

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 48

NON-RESIDENT

#====TRAVEL BEHAVIOUR (NON-RESIDENT ON TOUR PKG.)====#

| | | | PURPOSE | | | EXPERIENCE | |
|---|---|---|---|---|---|---|---|
| | | TOTAL NON-RESI-DENT | SKI VACATION | SKI AND VFR | SKI & BUSINESS/ CONVEN-TION | FIRST VISIT | REPEAT VISIT |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | .4<br>.8%<br>31.4% | - | .7<br>25.6%<br>58.9% | .4<br>1.2%<br>31.4% | .8<br>4.5%<br>68.6% |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 15.2<br>34.2%<br>88.9% | 1.5<br>54.5%<br>8.8% | 0.3<br>12.6%<br>1.8% | 10.3<br>32.4%<br>60.2% | 6.8<br>37.7%<br>39.8% |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 23.3<br>52.4%<br>92.1% | 0.5<br>17.5%<br>2.0% | 1.7<br>61.8%<br>6.7% | 19.1<br>60.2%<br>75.5% | 6.2<br>33.6%<br>24.5% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 2.4<br>5.4%<br>88.9% | 0.3<br>9.9%<br>11.1% | - | 0.7<br>2.1%<br>25.9% | 2.0<br>11.0%<br>74.1% |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | 1.4<br>3.2%<br>74.1% | .5<br>18.1%<br>25.9% | - | .5<br>1.6%<br>27.1% | 1.4<br>7.7%<br>72.9% |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .4<br>.9%<br>100.0% | - | - | .3<br>.9%<br>67.7% | .1<br>.7%<br>32.3% |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | .6<br>1.3%<br>100.0% | - | - | .5<br>1.7%<br>95.4% | *<br>.1%<br>4.6% |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | .8<br>1.9%<br>100.0% | - | - | - | .8<br>4.7%<br>100.0% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 44.5<br>100.1%<br>89.0% | 2.7<br>100.0%<br>5.4% | 2.7<br>100.0%<br>5.5% | 32.0<br>100.1%<br>63.9% | 18.0<br>100.0%<br>36.1% |

NAME OF TOUR PACKAGE ON LAST TRIP QUESTION 40

RESIDENT

SKIER PROFILE (LAST TRIP:TOUR PKG.)

| | | | SKILL | | | | AGE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | RESIDENT ON TOUR | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| SCHOOL/COMMUNITY | 32-1 | 70.0 | 11.5 | 40.2 | 15.4 | 2.8 | 58.0 | 1.0 | 3.4 | 6.6 | - | - | | .9 | |
| | | 44.2% | 53.8% | 43.5% | 38.5% | 62.4% | 87.9% | 2.8% | 12.9% | 45.8% | | | | 100.0% | |
| | | 100.0% | 16.5% | 57.5% | 22.0% | 4.0% | 82.9% | 1.4% | 4.9% | 9.5% | | | | 1.3% | |
| TRAVEL AGENCY MENTIONS | 32-2 | 24.7 | 1.6 | 13.9 | 7.6 | 1.7 | 2.3 | 6.3 | 12.5 | 1.2 | 1.1 | 1.3 | | - | |
| | | 15.6% | 7.3% | 15.0% | 18.9% | 37.6% | 3.4% | 17.3% | 46.7% | 8.5% | 19.2% | 15.9% | | | |
| | | 100.0% | 6.3% | 56.2% | 30.6% | 6.9% | 9.1% | 25.3% | 50.6% | 5.0% | 4.6% | 5.3% | | | |
| SKI CLUB | 32-3 | 15.4 | .8 | 4.8 | 9.8 | - | - | 6.3 | - | 2.2 | - | 7.0 | | - | |
| | | 9.7% | 3.8% | 5.2% | 24.4% | | | 17.5% | | 14.9% | | 84.1% | | | |
| | | 100.0% | 5.3% | 31.4% | 63.3% | | | 41.0% | | 13.9% | | 45.1% | | | |
| SKI HILL PACKAGE | 32-4 | 15.3 | 7.5 | 6.7 | 1.0 | - | - | 5.3 | 2.2 | 3.5 | 4.3 | - | | - | |
| | | 9.6% | 35.1% | 7.3% | 2.5% | | | 14.6% | 8.2% | 24.3% | 73.0% | | | | |
| | | 100.0% | 49.2% | 44.2% | 6.6% | | | 34.5% | 14.3% | 23.0% | 28.1% | | | | |
| PRIVATE CHARTER (UNSP) | 32-8 | 9.4 | - | 7.7 | 1.7 | - | 2.3 | 4.1 | 2.5 | - | .5 | - | | - | |
| | | 5.9% | | 8.3% | 4.3% | | 3.5% | 11.4% | 9.2% | | 7.9% | | | | |
| | | 100.0% | | 81.7% | 18.3% | | 24.6% | 44.0% | 26.4% | | 5.0% | | | | |
| OTHER MENTIONS | 32-0 | 6.4 | - | 6.4 | - | - | - | 5.5 | .9 | - | - | - | | - | |
| | | 4.0% | | 6.9% | | | | 15.2% | 3.4% | | | | | | |
| | | 100.0% | | 100.0% | | | | 85.8% | 14.2% | | | | | | |
| DON'T KNOW | 32-X | 9.2 | - | 6.5 | 2.7 | - | 1.6 | 7.6 | - | - | - | - | | - | |
| | | 5.8% | | 7.0% | 6.7% | | 2.3% | 21.1% | | | | | | | |
| | | 100.0% | | 70.7% | 29.3% | | 16.9% | 83.1% | | | | | | | |
| NOT STATED | 32-R | 8.1 | - | 6.2 | 1.9 | - | 1.9 | - | 5.3 | .9 | - | - | | - | |
| | | 5.1% | | 6.7% | 4.6% | | 2.3% | | 19.6% | 6.5% | | | | | |
| | | 100.0% | | 77.0% | 23.0% | | 23.0% | | 65.2% | 11.7% | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 158.4 | 21.4 | 92.4 | 40.0 | 4.5 | 66.0 | 36.1 | 26.8 | 14.5 | 5.9 | 8.3 | | .9 | |
| | | 99.9% | 100.0% | 99.9% | 99.9% | 100.0% | 99.9% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | | 100.0% | |
| | | 100.0% | 13.5% | 58.4% | 25.3% | 2.8% | 41.6% | 22.8% | 16.9% | 9.1% | 3.7% | 5.2% | | .6% | |

NAME OF TOUR PACKAGE ON LAST TRIP QUESTION 48

NON-RESIDENT

| | | SKIER PROFILE (NON-RESIDENT ON TOUR PKG) | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | TOTAL NON-RESIDENT | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | 1.0<br>19.6%<br>86.1% | .2<br>.6%<br>13.9% | - | - | .1<br>6.3%<br>9.7% | .2<br>1.9%<br>17.5% | - | .2<br>2.2%<br>13.9% | - | .7<br>28.4%<br>58.9% | - | - | - |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 0.6<br>11.7%<br>3.5% | 6.9<br>25.8%<br>40.4% | 7.8<br>51.7%<br>45.6% | 1.8<br>61.3%<br>10.5% | *<br>1.2%<br>0.3% | 4.5<br>40.4%<br>26.3% | 5.0<br>36.1%<br>29.2% | 2.4<br>31.9%<br>14.0% | 0.8<br>15.3%<br>4.7% | 0.5<br>21.7%<br>2.9% | 2.3<br>48.1%<br>13.4% | 0.5<br>32.7%<br>2.9% | 1.2<br>62.1%<br>7.0% |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 2.8<br>53.9%<br>11.1% | 15.5<br>58.9%<br>61.3% | 5.8<br>39.4%<br>22.9% | 0.8<br>28.8%<br>3.2% | 1.7<br>92.4%<br>6.7% | 4.9<br>43.3%<br>19.4% | 7.4<br>54.5%<br>29.2% | 3.8<br>51.6%<br>15.0% | 4.2<br>78.7%<br>16.6% | 0.9<br>34.5%<br>3.6% | 1.4<br>29.3%<br>5.5% | 0.7<br>48.2%<br>2.8% | 0.4<br>22.8%<br>1.6% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 0.2<br>3.5%<br>7.4% | 2.0<br>7.7%<br>74.1% | 0.4<br>2.7%<br>14.8% | - | - | 1.1<br>9.9%<br>40.7% | 0.6<br>4.3%<br>22.2% | 0.1<br>1.1%<br>3.7% | 0.2<br>3.4%<br>7.4% | 0.3<br>10.4%<br>11.1% | 0.5<br>9.2%<br>18.5% | - | - |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | .5<br>9.1%<br>25.1% | .4<br>1.5%<br>20.9% | .7<br>4.8%<br>38.3% | .3<br>10.0%<br>15.6% | - | .5<br>4.3%<br>25.4% | .4<br>3.1%<br>22.6% | .5<br>6.6%<br>26.1% | .1<br>2.6%<br>7.2% | - | - | .1<br>7.9%<br>6.5% | .2<br>12.1%<br>12.3% |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .1<br>2.0%<br>25.1% | .3<br>1.2%<br>74.9% | - | - | - | - | .1<br>.8%<br>25.1% | .1<br>1.8%<br>32.3% | - | - | - | .2<br>11.3%<br>42.5% | - |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | - | .6<br>2.1%<br>100.0% | - | - | - | *<br>.2%<br>4.6% | .2<br>1.4%<br>35.1% | .2<br>2.1%<br>27.5% | - | .1<br>5.0%<br>22.0% | - | - | .1<br>3.1%<br>10.7% |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | - | .6<br>2.4%<br>75.3% | .2<br>1.4%<br>24.7% | - | - | - | - | .2<br>2.8%<br>24.7% | - | - | .6<br>13.4%<br>75.3% | - | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 5.2<br>99.8%<br>10.4% | 26.6<br>100.2%<br>53.2% | 15.2<br>100.0%<br>30.4% | 3.0<br>100.1%<br>5.9% | 1.8<br>99.9%<br>3.6% | 11.1<br>100.0%<br>22.2% | 13.7<br>100.2%<br>27.3% | 7.5<br>100.1%<br>15.0% | 5.2<br>100.0%<br>10.5% | 2.5<br>100.0%<br>4.9% | 4.7<br>100.0%<br>9.5% | 1.6<br>100.1%<br>3.1% | 1.9<br>100.1%<br>3.8% |

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 40

RESIDENT

| | | SKIER PROFILE (LAST TRIP:TOUR PKG.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | TOTAL | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| SCHOOL/COMMUNITY | 32-1 | 70.0 | 58.0 | 1.0 | 3.4 | 6.6 | - | .9 | 34.3 | 35.7 | 2.8 | 4.2 | 2.3 | 50.4 |
| | | 44.2% | 87.9% | 2.8% | 12.9% | 45.8% | | 10.0% | 42.7% | 45.7% | 10.2% | 17.7% | 28.3% | 74.0% |
| | | 100.0% | 82.9% | 1.4% | 4.9% | 9.5% | | 1.3% | 48.9% | 51.1% | 4.0% | 6.0% | 3.3% | 72.0% |
| TRAVEL AGENCY MENTIONS | 32-2 | 24.7 | 2.3 | 6.3 | 12.5 | 1.2 | 1.1 | 1.3 | 16.2 | 8.5 | 13.1 | 5.0 | 1.7 | 2.7 |
| | | 15.6% | 3.4% | 17.3% | 46.7% | 8.5% | 19.2% | 14.3% | 20.2% | 10.9% | 47.5% | 21.2% | 20.7% | 4.0% |
| | | 100.0% | 9.1% | 25.3% | 50.6% | 5.0% | 4.6% | 5.3% | 65.6% | 34.4% | 52.9% | 20.3% | 6.9% | 10.9% |
| SKI CLUB | 32-3 | 15.4 | - | 6.3 | - | 2.2 | - | 7.0 | 10.6 | 4.8 | 5.8 | 3.3 | 3.5 | 1.4 |
| | | 9.7% | | 17.5% | | 14.9% | | 75.7% | 13.2% | 6.2% | 21.1% | 14.0% | 43.0% | 2.1% |
| | | 100.0% | | 41.0% | | 13.9% | | 45.1% | 68.6% | 31.4% | 37.7% | 21.6% | 22.7% | 9.1% |
| SKI HILL PACKAGE | 32-4 | 15.3 | - | 5.3 | 2.2 | 3.5 | 4.3 | - | - | 15.3 | 3.5 | - | .7 | 1.0 |
| | | 9.6% | | 14.6% | 8.2% | 24.3% | 73.0% | | | 19.5% | 12.3% | | 8.0% | 1.5% |
| | | 100.0% | | 34.5% | 14.3% | 23.0% | 28.1% | | | 100.0% | 23.0% | | 4.3% | 6.6% |
| PRIVATE CHARTER (UNSP) | 32-8 | 9.4 | 2.3 | 4.1 | 2.5 | - | .5 | - | 5.8 | 3.5 | 1.3 | 2.9 | - | 5.1 |
| | | 5.9% | 3.5% | 11.4% | 9.2% | | 7.9% | | 7.3% | 4.5% | 4.9% | 12.5% | | 7.5% |
| | | 100.0% | 24.6% | 44.0% | 26.4% | | 5.0% | | 62.4% | 37.6% | 14.3% | 31.4% | | 54.3% |
| OTHER MENTIONS | 32-0 | 6.4 | - | 5.5 | .9 | - | - | - | 1.4 | 5.0 | - | 1.4 | - | 4.1 |
| | | 4.0% | | 15.2% | 3.4% | | | | 1.7% | 6.4% | | 5.9% | | 6.0% |
| | | 100.0% | | 85.8% | 14.2% | | | | 21.7% | 78.3% | | 21.7% | | 64.1% |
| DON'T KNOW | 32-X | 9.2 | 1.6 | 7.6 | - | - | - | - | 9.2 | - | - | 1.5 | - | 1.6 |
| | | 5.8% | 2.3% | 21.1% | | | | | 11.4% | | | 6.4% | | 2.3% |
| | | 100.0% | 16.9% | 83.1% | | | | | 100.0% | | | 16.5% | | 16.9% |
| NOT STATED | 32-R | 8.1 | 1.9 | - | 5.3 | .9 | - | - | 2.8 | 5.3 | .9 | 5.3 | - | 1.9 |
| | | 5.1% | 2.8% | | 19.6% | 6.5% | | | 3.5% | 6.7% | 3.4% | 22.3% | | 2.7% |
| | | 100.0% | 23.0% | | 65.2% | 11.7% | | | 34.3% | 65.2% | 11.7% | 65.2% | | 23.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 158.4 | 66.0 | 36.1 | 26.8 | 14.5 | 5.9 | 9.2 | 80.3 | 78.1 | 27.5 | 23.6 | 8.2 | 69.1 |
| | | 99.9% | 99.9% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 99.9% | 100.0% | 100.0% | 100.1% |
| | | 100.0% | 41.6% | 22.8% | 16.9% | 9.1% | 3.7% | 5.8% | 50.7% | 49.3% | 17.4% | 14.9% | 5.2% | 43.0% |

NON-RESIDENT

NAME OF TOUR PACKAGE ON LAST TRIP

QUESTION 48

#==========SKIER PROFILE (NON-RESIDENT ON TOUR PKG.)==========#

| | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
|---|---|---|---|---|---|---|---|---|
| | | TOTAL NON-RESI-DENT | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2 | 1.0 | .2 | .7 | - | .2 | .3 |
| | | 2.4% | 3.1% | 1.2% | 3.7% | | 5.7% | 5.3% |
| | | 100.0% | 82.5% | 17.5% | 58.9% | | 13.9% | 27.2% |
| AIRLINE TOUR PACKAGE | | 17.1 | 12.3 | 4.9 | 7.2 | 5.0 | 1.8 | 1.6 |
| | | 34.2% | 38.3% | 27.2% | 37.9% | 29.4% | 61.5% | 26.3% |
| | | 100.0% | 71.9% | 28.6% | 42.1% | 29.2% | 10.5% | 9.4% |
| WHOLESALER/TRAVEL AGENCY | | 25.3 | 15.7 | 9.8 | 9.5 | 9.3 | 0.4 | 3.3 |
| | | 50.5% | 48.8% | 53.7% | 49.9% | 55.0% | 13.6% | 53.3% |
| | | 100.0% | 62.0% | 38.7% | 37.5% | 36.8% | 1.6% | 13.0% |
| SKI HILL PACKAGE | | 2.7 | 0.8 | 1.9 | 0.7 | 0.4 | 0.6 | 0.8 |
| | | 5.3% | 2.6% | 10.1% | 3.6% | 2.4% | 19.2% | 12.2% |
| | | 100.0% | 29.6% | 70.4% | 25.9% | 14.8% | 22.2% | 29.6% |
| HOTEL PACKAGE | 19-8 | 1.9 | .9 | 1.0 | .9 | .9 | - | - |
| | | 3.8% | 2.9% | 5.5% | 4.9% | 5.1% | | |
| | | 100.0% | 48.2% | 51.8% | 49.6% | 45.2% | | |
| OTHER | 19-0 | .4 | - | .4 | - | .3 | - | - |
| | | .8% | | 2.3% | | 1.8% | | |
| | | 100.0% | | 100.0% | | 74.9% | | |
| DON'T KNOW | 19-X | .6 | .6 | - | - | .2 | - | .2 |
| | | 1.1% | 1.7% | | | 1.1% | | 2.9% |
| | | 100.0% | 100.0% | | | 32.7% | | 32.1% |
| NOT STATED | 19-R | .8 | .8 | - | - | .8 | - | - |
| | | 1.7% | 2.6% | | | 5.0% | | |
| | | 100.0% | 100.0% | | | 100.0% | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0 | 32.0 | 18.0 | 19.1 | 17.0 | 2.9 | 6.1 |
| | | 99.8% | 100.0% | 100.0% | 100.0% | 99.8% | 100.0% | 100.0% |
| | | 100.0% | 64.1% | 35.9% | 38.2% | 34.0% | 5.8% | 12.2% |

NAME OF TOUR PACKAGE ON LAST TRIP QUESTION 40

RESIDENT

SKIER PROFILE (LAST TRIP:TOUR PKG.)

| | | | LIFE STAGE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| SCHOOL/COMMUNITY | 32-1 | 70.0 | 1.9 | .1 | 10.9 | 34.7 | 22.3 | - | - | | |
| | | 44.2% | 16.6% | .4% | 47.6% | 70.4% | 59.5% | | | | |
| | | 100.0% | 2.8% | .2% | 15.5% | 49.6% | 31.9% | | | | |
| TRAVEL AGENCY MENTIONS | 32-2 | 24.7 | 2.4 | 13.6 | 4.8 | 2.1 | 1.2 | - | .5 | | |
| | | 15.6% | 20.2% | 42.3% | 21.1% | 4.4% | 3.3% | | 100.0% | | |
| | | 100.0% | 9.6% | 55.0% | 19.5% | 8.7% | 5.0% | | 2.2% | | |
| SKI CLUB | 32-3 | 15.4 | 5.8 | 4.9 | 1.3 | 2.0 | - | - | - | | |
| | | 9.7% | 49.6% | 15.3% | 5.8% | 4.0% | | | | | |
| | | 100.0% | 37.7% | 31.9% | 8.6% | 12.7% | | | | | |
| SKI HILL PACKAGE | 32-4 | 15.3 | .7 | 4.3 | 5.1 | 4.3 | 1.0 | - | - | | |
| | | 9.6% | 5.6% | 13.3% | 22.1% | 8.7% | 2.7% | | | | |
| | | 100.0% | 4.3% | 28.0% | 33.1% | 28.1% | 6.6% | | | | |
| PRIVATE CHARTER (UNSP) | 32-8 | 9.4 | - | 3.1 | .8 | 2.8 | 2.8 | - | - | | |
| | | 5.9% | | 9.5% | 3.3% | 5.6% | 7.4% | | | | |
| | | 100.0% | | 32.7% | 8.1% | 29.6% | 29.7% | | | | |
| OTHER MENTIONS | 32-0 | 6.4 | - | .9 | - | - | 4.1 | 1.4 | - | | |
| | | 4.0% | | 2.8% | | | 10.9% | 47.8% | | | |
| | | 100.0% | | 14.2% | | | 64.1% | 21.7% | | | |
| DON'T KNOW | 32-X | 9.2 | - | - | - | 1.6 | 6.1 | 1.5 | - | | |
| | | 5.8% | | | | 3.1% | 16.3% | 52.2% | | | |
| | | 100.0% | | | | 16.9% | 66.6% | 16.5% | | | |
| NOT STATED | 32-R | 8.1 | .9 | 5.3 | - | 1.9 | - | - | - | | |
| | | 5.1% | 8.1% | 16.4% | | 3.8% | | | | | |
| | | 100.0% | 11.7% | 65.2% | | 23.0% | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 158.4 | 11.7 | 32.1 | 22.9 | 49.3 | 37.5 | 2.9 | .5 | | |
| | | 99.9% | 100.1% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% | | |
| | | 100.0% | 7.4% | 20.3% | 14.4% | 31.1% | 23.7% | 1.8% | .3% | | |

NAME OF TOUR PACKAGE ON LAST TRIP QUESTION 48

NON-RESIDENT

#=======================SKIER PROFILE (NON-RESIDENT ON TOUR PKG.)=======================#

+--------------------------------LIFE STAGE--------------------------------+

| | | NON-RESI-DENT | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| COMMUNITY/CHURCH/ SCHOOL | 19-2 | 1.2<br>2.4%<br>100.0% | .2<br>1.5%<br>13.9% | - | - | .7<br>11.0%<br>59.9% | .3<br>6.0%<br>27.2% | - | - | - | - |
| AIRLINE TOUR PACKAGE | | 17.1<br>34.2%<br>100.0% | 4.4<br>38.8%<br>25.7% | 5.1<br>36.5%<br>29.8% | 0.7<br>25.5%<br>4.1% | 0.4<br>6.9%<br>2.3% | 1.6<br>30.5%<br>9.4% | 1.0<br>37.6%<br>5.8% | 1.3<br>56.7%<br>7.6% | 0.3<br>61.6%<br>1.8% | - |
| WHOLESALER/TRAVEL AGENCY | | 25.3<br>50.5%<br>100.0% | 6.1<br>53.6%<br>24.1% | 6.4<br>46.4%<br>25.3% | 1.6<br>54.4%<br>6.3% | 4.9<br>79.2%<br>19.4% | 2.7<br>50.0%<br>10.7% | 0.6<br>21.5%<br>2.4% | 0.4<br>17.9%<br>1.6% | 0.2<br>38.4%<br>0.8% | 0.8<br>100.0%<br>3.2% |
| SKI HILL PACKAGE | | 2.7<br>5.3%<br>100.0% | 0.1<br>0.8%<br>3.7% | 1.2<br>8.8%<br>44.4% | - | 0.2<br>2.8%<br>7.4% | 0.7<br>13.5%<br>25.9% | 0.2<br>7.0%<br>7.4% | 0.3<br>10.6%<br>11.1% | - | - |
| HOTEL PACKAGE | 19-8 | 1.9<br>3.8%<br>100.0% | .5<br>4.1%<br>24.5% | .7<br>5.1%<br>37.3% | .3<br>9.2%<br>14.2% | - | - | .2<br>9.1%<br>12.3% | .1<br>5.1%<br>6.5% | - | - |
| OTHER | 19-0 | .4<br>.8%<br>100.0% | .1<br>1.2%<br>32.3% | .1<br>.7%<br>25.1% | - | - | - | - | .2<br>7.3%<br>42.5% | - | - |
| DON'T KNOW | 19-X | .6<br>1.1%<br>100.0% | - | .2<br>1.3%<br>32.1% | .3<br>10.9%<br>57.1% | - | - | - | .1<br>2.5%<br>10.7% | - | - |
| NOT STATED | 19-R | .8<br>1.7%<br>100.0% | - | .2<br>1.5%<br>24.7% | - | - | - | .6<br>24.9%<br>75.3% | - | - | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 50.0<br>99.8%<br>100.0% | 11.3<br>100.0%<br>22.5% | 13.9<br>100.3%<br>27.8% | 2.9<br>100.0%<br>5.8% | 6.3<br>99.9%<br>12.6% | 5.3<br>100.0%<br>10.7% | 2.6<br>100.1%<br>5.1% | 2.4<br>100.1%<br>4.8% | .5<br>100.0%<br>.9% | .8<br>100.0%<br>1.7% |

MODE OF TRANSPORTATION ON TRIP QUESTION 4B

|  |  |  | SKIER ORIGIN |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  | ALBERTA |  |  |  |  |  |  |  |
|  |  | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| AIR | 30-1 | 148.0 | 23.5 | 8.6 | 8.1 | 14.9 | 12.1 | 2.8 | - | - |
|  |  | 13.9% | 2.7% | 2.5% | 2.6% | 4.3% | 4.5% | 3.5% |  |  |
|  |  | 100.0% | 15.9% | 5.8% | 5.5% | 10.1% | 8.2% | 1.9% |  |  |
| PRIVATE CAR | 30-2 | 775.2 | 695.9 | 267.3 | 245.1 | 275.5 | 206.3 | 69.1 | 102.1 | 51.0 |
|  |  | 72.6% | 78.8% | 77.0% | 77.9% | 79.1% | 76.5% | 88.2% | 77.5% | 91.8% |
|  |  | 100.0% | 89.8% | 34.5% | 31.6% | 35.5% | 26.6% | 8.9% | 13.2% | 6.6% |
| RENTAL CAR | 30-3 | 34.5 | 3.6 | 1.4 | .9 | 1.2 | 1.2 | - | .2 | .8 |
|  |  | 3.2% | .4% | .4% | .3% | .4% | .5% |  | .2% | 1.5% |
|  |  | 100.0% | 10.6% | 4.0% | 2.7% | 3.6% | 3.6% |  | .6% | 2.4% |
| TRAIN | 30-4 | 9.3 | .9 | - | - | - | - | - | - | .9 |
|  |  | .9% | .1% |  |  |  |  |  |  | 1.7% |
|  |  | 100.0% | 9.9% |  |  |  |  |  |  | 9.9% |
| SCHEDULED BUS | 30-5 | 56.9 | 29.9 | 10.8 | 9.7 | 14.4 | 13.0 | 1.4 | 4.6 | .1 |
|  |  | 5.3% | 3.4% | 3.1% | 3.1% | 4.1% | 4.8% | 1.3% | 3.5% | .2% |
|  |  | 100.0% | 52.5% | 19.0% | 17.0% | 25.3% | 22.9% | 2.4% | 8.0% | .2% |
| CHARTERED BUS | 30-6 | 138.9 | 128.0 | 57.1 | 49.8 | 48.1 | 41.7 | 6.4 | 20.9 | 1.9 |
|  |  | 13.0% | 14.5% | 16.4% | 15.8% | 13.8% | 15.5% | 8.2% | 15.9% | 3.5% |
|  |  | 100.0% | 92.2% | 41.1% | 35.8% | 34.6% | 30.0% | 4.6% | 15.0% | 1.4% |
| TAXI | 30-7 | 3.6 | .9 | - | - | - | - | - | - | .9 |
|  |  | .3% | .1% |  |  |  |  |  |  | 1.7% |
|  |  | 100.0% | 25.7% |  |  |  |  |  |  | 25.7% |
| OTHER | 30-0 | 15.6 | 13.8 | 4.3 | 2.8 | 4.8 | 4.8 | - | 4.0 | .8 |
|  |  | 1.5% | 1.6% | 1.2% | .9% | 1.4% | 1.8% |  | 3.0% | 1.4% |
|  |  | 100.0% | 88.2% | 27.2% | 17.7% | 30.6% | 30.6% |  | 25.5% | 4.8% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5 | 882.7 | 347.3 | 314.7 | 348.1 | 269.8 | 78.3 | 131.7 | 55.5 |
|  |  | 110.7% | 101.6% | 100.6% | 100.6% | 103.1% | 103.6% | 101.7% | 100.1% | 101.9% |
|  |  | 100.0% | 82.7% | 32.5% | 29.5% | 32.6% | 25.3% | 7.3% | 12.3% | 5.2% |

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                        MODE OF TRANSPORTATION ON TRIP                                                             QUESTION 48
                             #================================SKIER ORIGIN ON LAST TRIP(CONT'D)=================================#
                                           *..................CANADA....................**.......UNITED STATES........**OTHER*
                                    TOTAL
                              LAST   NON-                                                         ALL
                              TRIP  RESI-  TOTAL                                                  OTHER   TOTAL  CALI-          OTHER   OTHER
                              TOTAL  DENT  CANADA    B.C.     SASK     MAN      ONT      QUE     CANADA   U.S.   FORNIA   TEXAS U.S.   FOREIGN

 AIR                    30-1  148.0  124.6   71.5     7.2      1.5      8.8     39.5     11.1      4.4    34.0     7.9     9.5    16.6    19.0
                              13.9%  67.4%  56.9%    34.9%     5.6%    50.1%    87.9%    92.0%    86.2%   86.2%   98.6%   98.1%   76.3%   96.6%
                             100.0%  84.1%  48.3%     4.8%     1.0%     6.0%    26.0%     7.5%     2.9%   23.0%    5.3%    6.5%   11.2%   12.9%

 PRIVATE CAR            30-2  775.2   79.3   65.6    12.8     22.2      9.1     14.7      3.9      2.9     8.1      .8     1.9     5.4     5.6
                              72.6%  42.9%  52.2%    62.5%    83.8%    51.6%    33.6%    32.2%    57.6%   20.5%   10.0%   13.5%   24.8%   28.5%
                             100.0%  10.2%   8.5%     1.7%     2.9%     1.2%     1.9%      .5%      .4%    1.0%     .1%     .2%     .7%     .7%

 RENTAL CAR             30-3   34.5   30.8   17.7     1.6      1.0      1.5      9.5      3.0      1.1    12.4     1.0     6.8     4.7      .7
                               3.2%  16.7%  14.1%     8.0%     3.8%     8.4%    21.6%    24.5%    22.4%   31.5%   12.1%   69.4%   21.7%    3.7%
                             100.0%  89.4%  51.2%     4.8%     2.9%     4.3%    27.4%     8.6%     3.3%   36.1%    2.3%   19.6%   13.7%    2.1%

 TRAIN                  30-4    9.3    8.4    5.4     1.5      1.2      2.0       .4        *       .2     2.2       *       -     2.2      .7
                                .9%   4.5%   4.3%     7.5%     4.6%    11.3%     1.0%      .1%     4.4%    5.6%     .3%           10.1%    3.7%
                             100.0%  90.1%  58.4%    16.7%    13.0%    21.5%     4.7%      .2%     2.4%   23.9%     .2%           23.6%    7.9%

 SCHEDULED BUS          30-5   56.9   27.0   11.8     2.8      1.4      1.0      4.3      1.4       .8     8.4     2.7     1.6     4.2     6.8
                               5.3%  14.6%   9.4%    13.8%     5.4%     5.6%     9.8%    11.9%    15.5%   21.4%   33.3%   16.6%   19.1%   34.4%
                             100.0%  47.5%  20.7%     5.0%     2.5%     1.8%     7.6%     2.5%     1.4%   14.3%    4.7%    2.8%    7.3%   11.9%

 CHARTERED BUS          30-6  138.9   10.8    5.8     1.1      1.1       .9      1.6      1.2        -     4.5     1.9     1.0     1.7      .4
                              13.0%   5.9%   4.6%     5.3%     4.0%     5.3%     3.6%     9.8%            11.5%   24.1%    9.9%    7.6%    2.2%
                             100.0%   7.8%   4.2%      .8%      .8%      .7%     1.1%      .9%             3.3%    1.4%     .7%    1.2%     .3%

TAXI                    30-7    3.6    2.7    2.5      .4        *       .3      1.8        -        *      .1       *       -      .1       *
                                .3%   1.4%   2.0%     2.0%        *     1.7%     4.0%              1.0%     .3%     .1%             .5%       *
                             100.0%  74.3%  70.8%    11.5%      .2%     8.6%    49.1%              1.4%    3.4%     .3%            3.1%     .1%

OTHER                   30-0   15.6    1.9    1.7        -       .1      1.6        -        -        -      .2       -       -      .2       -
                               1.5%   1.0%   1.3%               .4%     8.9%                               .4%                     .8%
                             100.0%  11.8%  10.8%               .6%    10.1%                              1.1%                    1.1%

BASE: SKI DAYS (000'S)        1067.5  184.8  125.6    20.5     26.4     17.7     43.8     12.1      5.1    39.5     8.0     9.7    21.7    19.7
       ON LAST TRIP           110.7% 154.4% 144.8%  134.0%   107.6%   142.9%   161.5%   170.5%   187.1%  177.4%  178.5%  213.5%  160.9%  169.1%
                             100.0%  17.3%  11.8%     1.9%     2.5%     1.7%     4.1%     1.1%      .5%    3.7%     .8%     .9%    2.0%    1.8%
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                      MODE OF TRANSPORTATION ON TRIP                                        QUESTION 4B
                                  #==========================ALBERTA DESTINATIONS ON LAST TRIP=============================#
                                  +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING------------------------+
                                                    #.....TOTALS.....##..BANFF/L.LOUISE##.....SUNSHINE...##...LAKE LOUISE..#
                             LAST
                             TRIP TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                            TOTAL  ALTA DENT  RES.    RMS DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

AIR                   30-1  148.0 125.2    .7 124.6 125.2    .7 124.6 118.2    .7 117.5  62.0     -  62.0  52.7    .7  52.0
                             13.9% 16.1%   .1% 67.4% 20.5%   .2% 67.4% 25.1%   .2% 69.4% 24.5%       69.3% 32.6%   .3% 69.0%
                            100.0% 84.6%   .5% 84.1% 84.6%   .5% 84.1% 79.9%   .5% 79.4% 41.9%       41.9% 35.6%   .5% 35.1%

PRIVATE CAR           30-2  775.2 563.3 433.9  79.3 431.8 352.5  79.3 327.7 259.4  68.3 178.1 140.6  37.6 102.5  72.9  29.6
                             72.6% 72.5% 81.8% 42.9% 70.7% 82.8% 42.9% 69.6% 86.1% 40.3% 70.5% 86.2% 42.0% 63.3% 84.4% 39.2%
                            100.0% 72.7% 62.4% 10.2% 55.7% 45.5% 10.2% 42.3% 33.5%  8.8% 23.0% 18.1%  4.8% 13.2%  9.4%  3.8%

RENTAL CAR            30-3   34.5  32.8   2.0  30.8  32.6   1.8  30.8  29.4   1.8  27.6  16.2     -  16.2  11.2    .9  10.2
                              3.2%  4.2%   .3% 16.7%  5.3%   .4% 16.7%  6.2%   .6% 16.3%  6.4%       18.1%  6.9%  1.1% 13.6%
                            100.0% 95.1%  5.7% 89.4% 94.5%  5.1% 89.4% 85.2%  5.1% 80.1% 46.9%       46.9% 32.4%  2.7% 29.7%

TRAIN                 30-4    9.3   9.3    .9   8.4   9.3    .9   8.4   8.1     -   8.1   4.9     -   4.9   3.1     -   3.1
                               .9%  1.2%   .2%  4.5%  1.5%   .2%  4.5%  1.7%        4.8%  1.9%        5.4%  1.9%        4.2%
                            100.0%100.0%  9.9% 90.1%100.0%  9.9% 90.1% 87.7%       87.7% 52.3%       52.3% 33.9%       33.9%

SCHEDULED BUS         30-5   56.9  53.8  26.7  27.0  43.4  16.4  27.0  37.5  10.9  26.5  21.4   8.4  13.0  15.0   2.5  12.5
                              5.3%  6.9%  4.5% 14.6%  7.1%  3.9% 14.6%  8.0%  3.6% 15.6%  8.5%  5.2% 14.5%  9.3%  2.9% 16.5%
                            100.0% 94.4% 47.0% 47.5% 76.3% 28.9% 47.5% 65.8% 19.2% 46.6% 37.6% 14.8% 22.8% 26.3%  4.4% 21.9%

CHARTERED BUS         30-6  138.9  79.5  68.7  10.8  58.4  47.6  10.8  36.5  25.7  10.8  18.8  14.1   4.7  14.1   8.3   5.8
                             13.0% 10.2% 11.6%  5.9%  9.6% 11.2%  5.9%  7.7%  8.5%  6.4%  7.4%  3.7%  5.2%  8.7%  9.6%  7.7%
                            100.0% 57.3% 49.5%  7.8% 42.1% 34.3%  7.8% 26.3% 18.5%  7.8% 13.5% 10.2%  3.4% 10.2%  6.0%  4.2%

TAXI                  30-7    3.6   3.6    .9   2.7   3.6    .9   2.7   2.7     -   2.7   1.7     -   1.7    .9     -    .9
                               .3%   .5%   .2%  1.4%   .6%   .2%  1.4%   .6%        1.6%   .7%        1.3%   .5%        1.2%
                            100.0%100.0% 25.7% 74.3%100.0% 25.7% 74.3% 74.3%       74.3% 48.6%       43.6% 24.5%       24.5%

OTHER                 30-0   15.6  11.6   9.8   1.9   7.8   6.0   1.9   4.5   2.8   1.7   1.6     -   1.6   1.2   1.0    .2
                              1.5%  1.5%  1.7%  1.0%  1.3%  1.4%  1.0%  1.0%   .9%  1.0%   .6%        1.8%   .3%  1.2%   .2%
                            100.0% 74.5% 62.7% 11.8% 49.9% 38.1% 11.8% 23.9% 17.7% 11.2% 10.1%       10.1%  7.3%  6.7%  1.1%

BASE: SKI DAYS (000'S)     1067.5 776.6 591.9 184.8 610.6 425.8 184.8 470.7 301.2 169.5 252.6 163.1  89.5 161.8  86.4  75.4
     ON LAST TRIP           110.7%113.1%100.4%154.4%116.6%100.3%154.4%119.9% 99.9%155.4%120.5%100.1%158.2%124.0%100.0%151.6%
                            100.0% 72.8% 55.4% 17.3% 57.2% 39.9% 17.3% 44.1% 28.2% 15.9% 23.7% 15.3%  8.4% 15.2%  9.1%  7.1%
```

MODE OF TRANSPORTATION ON TRIP QUESTION 4B

| | | | ALBERTA DESTINATIONS ON LAST TRIP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | LAST TRIP TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| AIR | 30-1 | 148.0 | 125.2 | .7 | 124.6 | 125.2 | .7 | 124.6 | 3.5 | - | 3.5 | 7.0 | - | 7.0 | - |
| | | 13.9% | 16.1% | .1% | 67.4% | 20.5% | .2% | 57.4% | 16.1% | | 76.3% | 6.7% | | 45.9% | |
| | | 100.0% | 84.6% | .5% | 84.1% | 84.6% | .5% | 84.1% | 2.4% | | 2.4% | 4.7% | | 4.7% | |
| PRIVATE CAR | 30-2 | 775.2 | 563.3 | 483.9 | 79.3 | 431.8 | 352.5 | 79.3 | 15.6 | 14.4 | 1.2 | 86.1 | 75.1 | 11.0 | 17.9 |
| | | 72.6% | 72.5% | 81.8% | 42.9% | 70.7% | 82.8% | 42.9% | 71.6% | 83.8% | 26.0% | 81.7% | 83.4% | 71.9% | 52.0% |
| | | 100.0% | 72.7% | 62.4% | 10.2% | 55.7% | 45.5% | 10.2% | 2.0% | 1.9% | .2% | 11.1% | 9.7% | 1.4% | 2.3% |
| RENTAL CAR | 30-3 | 34.5 | 32.8 | 2.0 | 30.8 | 32.6 | 1.8 | 30.8 | 2.0 | .8 | 1.2 | 3.2 | - | 3.2 | - |
| | | 3.2% | 4.2% | .3% | 16.7% | 5.3% | .4% | 16.7% | 9.4% | 4.9% | 26.3% | 3.0% | | 20.9% | |
| | | 100.0% | 95.1% | 5.7% | 89.4% | 94.5% | 5.1% | 89.4% | 5.9% | 2.4% | 3.5% | 9.3% | | 9.3% | |
| TRAIN | 30-4 | 9.3 | 9.3 | .9 | 8.4 | 9.3 | .9 | 8.4 | .1 | - | .1 | 1.1 | .9 | .2 | - |
| | | .9% | 1.2% | .2% | 4.5% | 1.5% | .2% | 4.5% | .7% | | 3.2% | 1.1% | 1.0% | 1.5% | |
| | | 100.0% | 100.0% | 9.9% | 90.1% | 100.0% | 9.9% | 90.1% | 1.6% | | 1.5% | 12.3% | 9.9% | 2.4% | |
| SCHEDULED BUS | 30-5 | 56.9 | 53.8 | 26.7 | 27.0 | 43.4 | 16.4 | 27.0 | 1.1 | - | 1.1 | 3.9 | 3.4 | .5 | 2.1 |
| | | 5.3% | 6.9% | 4.5% | 14.6% | 7.1% | 3.9% | 14.6% | 4.9% | | 23.1% | 3.7% | 3.8% | 3.3% | 6.1% |
| | | 100.0% | 94.4% | 47.0% | 47.5% | 76.3% | 28.8% | 47.5% | 1.9% | | 1.9% | 6.8% | 6.0% | .9% | 3.7% |
| CHARTERED BUS | 30-6 | 138.9 | 79.5 | 68.7 | 10.8 | 58.4 | 47.6 | 10.8 | 2.3 | 1.9 | .4 | 9.0 | 9.0 | - | 13.0 |
| | | 13.0% | 10.2% | 11.6% | 5.9% | 9.6% | 11.2% | 5.9% | 10.6% | 11.3% | 7.7% | 8.5% | 10.0% | | 37.6% |
| | | 100.0% | 57.3% | 49.5% | 7.8% | 42.1% | 34.3% | 7.8% | 1.7% | 1.4% | .3% | 6.5% | 6.5% | | 9.3% |
| TAXI | 30-7 | 3.6 | 3.6 | .9 | 2.7 | 3.6 | .9 | 2.7 | * | - | * | .9 | .9 | - | - |
| | | .3% | .5% | .2% | 1.4% | .6% | .2% | 1.4% | .2% | | .9% | .9% | 1.0% | | |
| | | 100.0% | 100.0% | 25.7% | 74.3% | 100.0% | 25.7% | 74.3% | 1.1% | | 1.1% | 25.7% | 25.7% | | |
| OTHER | 30-0 | 15.6 | 11.6 | 9.8 | 1.9 | 7.8 | 6.0 | 1.9 | - | - | - | 1.8 | 1.7 | .1 | 1.5 |
| | | 1.5% | 1.5% | 1.7% | 1.0% | 1.3% | 1.4% | 1.0% | | | | 1.7% | 1.9% | .7% | 4.3% |
| | | 100.0% | 74.5% | 62.7% | 11.8% | 49.9% | 38.1% | 11.8% | | | | 11.5% | 10.8% | .6% | 9.5% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 776.6 | 591.9 | 184.8 | 610.6 | 425.8 | 184.8 | 21.8 | 17.2 | 4.6 | 105.4 | 90.1 | 15.3 | 34.5 |
| | | 110.7% | 113.1% | 100.4% | 154.4% | 116.6% | 100.3% | 154.4% | 113.5% | 100.0% | 163.5% | 107.3% | 101.1% | 144.2% | 100.0% |
| | | 100.0% | 72.8% | 55.4% | 17.3% | 57.2% | 39.9% | 17.3% | 2.0% | 1.6% | .4% | 9.9% | 8.4% | 1.4% | 3.2% |

```
                          MODE OF TRANSPORTATION ON TRIP                                                     QUESTION 45
                                        #===ALBERTA DESTINATION ON LAST TRIP===#FLATLAND#==OUT-OF-PROV.DESTINATION(LAST TRIP)==#
                                        +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                                        TOTAL
                                    LAST                                                FLAT-                        EASTERN
                                    TRIP    TOTAL    RESI-     NON-              RESI-   LAND    RESI-               KOOTE-
                                    TOTAL    ALTA    DENT      RES.      TOTAL   DENT    RES.    DENT       TOTAL    NAYS      TOTAL MONTANA

AIR                        30-1    149.0    125.2      .7     124.6     125.2      .7      -      22.8      19.4      1.4       3.4       -
                                    13.9%    16.1%     .1%     67.4%     20.5%     .2%             7.8%     10.3%     1.2%      3.6%
                                   100.0%    84.6%     .5%     84.1%     84.6%     .5%            15.4%     13.1%      .9%      2.3%

PRIVATE CAR                30-2    775.2    563.3    483.9      79.3     431.8    352.5   131.5   211.9     135.0     87.1      75.0      56.3
                                    72.6%    72.5%    81.8%     42.9%     70.7%    82.8%   73.2%   72.9%     71.9%    75.1%     78.4%     76.5%
                                   100.0%    72.7%    62.4%     10.2%     55.7%    45.5%   17.0%   27.3%     17.4%    11.2%      9.7%      7.3%

RENTAL CAR                 30-3     34.5     32.3      2.0      30.9      32.6      1.8      .2     1.7       1.7       -         -         -
                                     3.2%     4.2%     .3%     16.7%      5.3%     .4%     .1%     .6%       .9%
                                   100.0%    95.1%     5.7%     89.4%     94.5%     5.1%    .6%    4.9%      4.9%

TRAIN                      30-4      9.3      9.3      .9       8.4       9.3      .9      -       -         -         -         -         -
                                      .9%     1.2%     .2%      4.5%      1.5%     .2%
                                   100.0%   100.0%     9.9%     90.1%    100.0%     9.9%

SCHEDULED BUS              30-5     56.9     53.8     26.7      27.0      43.4     16.4    10.3     3.2       3.2      2.7       -         -
                                     5.3%     6.9%     4.5%     14.6%      7.1%     3.9%    6.2%    1.1%      1.7%     2.3%
                                   100.0%    94.4%    47.0%     47.5%     76.3%    28.8%   18.1%    5.6%      5.6%     4.8%

CHARTERED BUS              30-6    138.9     79.5     68.7      10.8      58.4     47.6    21.1    59.4      34.8     22.9      19.2      19.2
                                    13.0%    10.2%    11.6%      5.9%      9.6%    11.2%   12.7%   20.4%     18.6%    19.8%     20.0%     25.0%
                                   100.0%    57.3%    49.5%      7.8%     42.1%    34.3%   15.2%   42.7%     25.1%    16.5%     13.8%     13.6%

TAXI                       30-7      3.6      3.6      .9       2.7       3.6      .9      -       -         -         -         -         -
                                      .3%      .5%     .2%      1.4%       .6%     .2%
                                   100.0%   100.0%    25.7%     74.3%    100.0%    25.7%

OTHER                      30-0     15.6     11.6      9.8       1.9       7.8      6.0     3.8     4.0       3.1      3.1        .8        .8
                                     1.5%     1.5%     1.7%      1.0%      1.3%     1.4%    2.3%    1.4%      1.7%     2.7%       .9%      1.1%
                                   100.0%    74.5%    62.7%     11.8%     49.9%    38.1%   24.6%   25.5%     20.1%    20.1%      5.4%      5.4%

BASE: SKI DAYS (000'S)            1067.5    776.6    591.9     184.8     610.6    425.8   166.0   290.8     187.8    115.9      95.7      73.6
      ON LAST TRIP                 110.7%   113.1%   100.4%    154.4%    116.6%   100.3%  100.5%  104.2%    105.1%   101.1%    102.9%    103.6%
                                   100.0%    72.8%    55.4%     17.3%     57.2%    39.3%   15.6%   27.2%     17.6%    10.9%      9.0%      6.9%
```

MODE OF TRANSPORTATION ON TRIP QUESTION 48

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| AIR | 30-1 | 148.0 | .4 | 21.5 | 38.9 | 58.2 | 29.1 | 5.3 | 3.6 | 1.7 | 141.9 | 131.3 | 10.5 |
| | | 13.9% | 1.5% | 12.5% | 15.2% | 15.3% | 12.6% | 1.7% | 2.1% | 1.2% | 19.0% | 26.8% | 4.1% |
| | | 100.0% | .3% | 14.5% | 26.2% | 39.3% | 19.6% | 3.6% | 2.4% | 1.1% | 95.8% | 88.7% | 7.1% |
| PRIVATE CAR | 30-2 | 775.2 | 24.2 | 131.5 | 177.1 | 267.3 | 175.1 | 248.3 | 122.9 | 125.5 | 520.8 | 332.1 | 188.6 |
| | | 72.6% | 83.8% | 76.9% | 69.1% | 70.1% | 76.0% | 78.6% | 70.4% | 88.9% | 69.9% | 67.8% | 73.9% |
| | | 100.0% | 3.1% | 17.0% | 22.8% | 34.5% | 22.6% | 32.0% | 15.8% | 16.2% | 67.2% | 42.8% | 24.3% |
| RENTAL CAR | 30-3 | 34.5 | .6 | 2.5 | 10.4 | 13.0 | 7.8 | 1.5 | .1 | 1.4 | 33.0 | 31.0 | 1.9 |
| | | 3.2% | 2.2% | 1.5% | 4.1% | 3.4% | 3.4% | .5% | * | 1.0% | 4.4% | 6.3% | .8% |
| | | 100.0% | 1.9% | 7.3% | 30.3% | 37.8% | 22.7% | 4.4% | .2% | 4.2% | 95.6% | 90.0% | 5.6% |
| TRAIN | 30-4 | 9.3 | - | .8 | 1.9 | 3.7 | 2.9 | .1 | * | .1 | 9.2 | 8.9 | .2 |
| | | .9% | | .5% | .7% | 1.0% | 1.3% | * | * | .1% | 1.2% | 1.8% | .1% |
| | | 100.0% | | 9.1% | 20.2% | 39.6% | 31.1% | 1.3% | .1% | 1.1% | 98.7% | 96.1% | 2.6% |
| SCHEDULED BUS | 30-5 | 56.9 | 1.6 | 12.0 | 15.2 | 18.6 | 9.4 | 11.5 | 8.7 | 2.8 | 45.4 | 39.8 | 5.6 |
| | | 5.3% | 5.7% | 7.0% | 5.9% | 4.9% | 4.1% | 3.6% | 5.0% | 2.0% | 6.1% | 8.1% | 2.2% |
| | | 100.0% | 2.9% | 21.1% | 26.7% | 32.7% | 16.5% | 20.2% | 15.2% | 5.0% | 79.8% | 69.9% | 9.8% |
| CHARTERED BUS | 30-6 | 138.9 | 2.1 | 17.3 | 37.0 | 57.5 | 25.0 | 45.7 | 36.9 | 8.9 | 93.1 | 44.5 | 48.7 |
| | | 13.0% | 7.2% | 10.1% | 14.4% | 15.1% | 10.9% | 14.5% | 21.1% | 6.3% | 12.5% | 9.1% | 19.1% |
| | | 100.0% | 1.5% | 12.4% | 26.6% | 41.4% | 18.0% | 32.9% | 26.5% | 6.4% | 67.1% | 32.0% | 35.0% |
| TAXI | 30-7 | 3.6 | - | 1.2 | .7 | .9 | .8 | * | - | * | 3.5 | 3.3 | .3 |
| | | .3% | | .7% | .3% | .2% | .4% | * | | * | .5% | .7% | .1% |
| | | 100.0% | | 32.4% | 18.4% | 25.7% | 23.6% | 1.4% | | 1.4% | 98.6% | 91.3% | 7.3% |
| OTHER | 30-0 | 15.6 | .3 | 1.6 | 1.7 | 10.0 | 2.0 | 7.2 | 4.0 | 3.2 | 8.4 | 3.4 | 5.0 |
| | | 1.5% | 1.1% | .9% | .7% | 2.6% | .9% | 2.3% | 2.3% | 2.3% | 1.1% | .7% | 2.0% |
| | | 100.0% | 2.0% | 10.3% | 11.0% | 64.0% | 12.8% | 46.2% | 25.8% | 20.4% | 53.8% | 21.7% | 32.1% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.9 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 110.7% | 101.5% | 110.1% | 110.4% | 112.6% | 109.6% | 101.2% | 100.9% | 101.8% | 114.7% | 121.3% | 102.3% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

MODE OF TRANSPORTATION ON TRIP

QUESTION 4B

TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)

| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| AIR | 30-1 | 125.2 | 41.1 | 84.1 | 57.3 | 125.2 | 30.0 | 1.4 | 90.9 | 28.8 | 8.0 | 69.9 | 51.5 | 2.2 |
| | | 16.1% | 31.4% | 13.0% | 9.7% | 100.0% | 22.7% | 14.8% | 27.1% | 23.6% | 18.5% | 22.1% | 13.3% | 3.0% |
| | | 100.0% | 32.8% | 67.2% | 45.7% | 100.0% | 24.0% | 1.1% | 72.6% | 23.0% | 6.4% | 55.8% | 41.1% | 1.7% |
| PRIVATE CAR | 30-2 | 563.3 | 27.5 | 535.7 | 563.3 | 33.7 | 2.7 | 1.6 | 218.1 | 96.7 | 30.5 | 213.9 | 292.6 | 56.7 |
| | | 72.5% | 21.0% | 83.0% | 95.2% | 26.9% | 2.0% | 17.2% | 65.0% | 79.2% | 70.4% | 67.8% | 75.8% | 77.6% |
| | | 100.0% | 4.9% | 95.1% | 100.0% | 6.0% | .5% | .3% | 33.7% | 17.2% | 5.4% | 38.0% | 52.0% | 10.1% |
| RENTAL CAR | 30-3 | 32.8 | 15.5 | 17.2 | 32.8 | 27.8 | .8 | .3 | 29.8 | 1.1 | .7 | 19.3 | 11.3 | 2.2 |
| | | 4.2% | 11.9% | 2.7% | 5.5% | 22.2% | .6% | 3.3% | 8.9% | .9% | 1.5% | 6.1% | 2.9% | 3.0% |
| | | 100.0% | 47.4% | 52.6% | 100.0% | 84.7% | 2.3% | .9% | 91.0% | 3.2% | 2.0% | 58.7% | 34.3% | 6.7% |
| TRAIN | 30-4 | 9.3 | 3.3 | 6.0 | 1.9 | 1.4 | 1.7 | 9.3 | 4.7 | 3.4 | 1.5 | 4.1 | 5.1 | .1 |
| | | 1.2% | 2.5% | .9% | .3% | 1.1% | 1.3% | 100.0% | 1.4% | 2.8% | 3.4% | 1.3% | 1.3% | .1% |
| | | 100.0% | 35.7% | 64.3% | 20.5% | 14.3% | 18.8% | 100.0% | 50.2% | 37.0% | 16.0% | 44.5% | 54.4% | 1.2% |
| SCHEDULED BUS | 30-5 | 53.8 | 23.7 | 30.1 | 3.4 | 22.9 | 53.8 | 1.7 | 31.5 | 9.5 | 1.3 | 25.0 | 26.5 | 2.3 |
| | | 6.9% | 18.1% | 4.7% | .5% | 13.3% | 40.7% | 18.8% | 9.4% | 7.8% | 3.0% | 7.9% | 6.9% | 3.2% |
| | | 100.0% | 44.1% | 55.9% | 6.4% | 42.7% | 100.0% | 3.2% | 58.6% | 17.7% | 2.4% | 46.4% | 49.3% | 4.3% |
| CHARTERED BUS | 30-6 | 79.5 | 55.6 | 23.9 | * | 7.3 | 79.5 | - | 30.8 | 1.4 | 6.9 | 35.1 | 33.2 | 11.3 |
| | | 10.2% | 42.5% | 3.7% | * | 5.8% | 60.1% | | 9.2% | 1.2% | 15.9% | 11.1% | 8.6% | 15.4% |
| | | 100.0% | 70.0% | 30.0% | .1% | 9.2% | 100.0% | | 38.8% | 1.8% | 8.6% | 44.1% | 41.7% | 14.2% |
| TAXI | 30-7 | 3.6 | 1.3 | 2.3 | .5 | 2.3 | .9 | 1.5 | 2.0 | .9 | .9 | 2.7 | .9 | - |
| | | .5% | 1.0% | .4% | .1% | 1.9% | .7% | 16.4% | .6% | .8% | 2.1% | .9% | .2% | |
| | | 100.0% | 36.6% | 63.4% | 14.6% | 65.7% | 26.4% | 42.7% | 56.8% | 25.9% | 25.7% | 75.1% | 24.9% | |
| OTHER | 30-0 | 11.6 | 1.5 | 10.2 | 1.6 | 1.6 | - | - | 3.3 | - | 3.6 | 5.3 | 6.4 | - |
| | | 1.5% | 1.1% | 1.6% | .3% | 1.3% | | | 1.0% | | 8.2% | 1.7% | 1.7% | |
| | | 100.0% | 12.8% | 87.2% | 13.6% | 13.6% | | | 28.1% | | 30.7% | 45.2% | 54.8% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 113.1% | 129.5% | 110.0% | 111.7% | 177.5% | 128.1% | 170.5% | 122.6% | 116.3% | 123.0% | 118.9% | 110.7% | 102.3% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

MODE OF TRANSPORTATION ON TRIP QUESTION 48

#==================TRAVEL BEHAVIOUR(NON-RESIDENTS)===================#

|  |  |  | PURPOSE |  |  | EXPERIENCE |  |
|---|---|---|---|---|---|---|---|
|  |  | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| AIR | 30-1 | 124.6 | 77.4 | 28.8 | 20.4 | 66.4 | 58.1 |
|  |  | 67.4% | 63.0% | 79.0% | 81.4% | 74.8% | 60.5% |
|  |  | 100.0% | 62.1% | 23.1% | 16.4% | 53.3% | 46.6% |
| PRIVATE CAR | 30-2 | 79.3 | 56.5 | 15.6 | 8.0 | 33.1 | 46.1 |
|  |  | 42.9% | 46.0% | 42.9% | 32.0% | 37.3% | 48.0% |
|  |  | 100.0% | 71.3% | 19.7% | 10.1% | 41.8% | 58.1% |
| RENTAL CAR | 30-3 | 30.8 | 23.3 | 3.3 | 4.5 | 19.8 | 11.1 |
|  |  | 16.7% | 18.9% | 8.9% | 18.0% | 22.3% | 11.5% |
|  |  | 100.0% | 75.5% | 10.6% | 14.6% | 64.1% | 35.9% |
| TRAIN | 30-4 | 8.4 | 5.9 | 1.0 | .4 | 3.8 | 4.5 |
|  |  | 4.5% | 4.8% | 2.6% | 1.6% | 4.3% | 4.7% |
|  |  | 100.0% | 70.0% | 11.5% | 4.8% | 45.8% | 54.2% |
| SCHEDULED BUS | 30-5 | 27.0 | 16.9 | 5.7 | 4.3 | 15.8 | 11.3 |
|  |  | 14.6% | 13.8% | 15.6% | 17.2% | 17.8% | 11.7% |
|  |  | 100.0% | 62.6% | 21.1% | 16.0% | 58.3% | 41.7% |
| CHARTERED BUS | 30-6 | 10.8 | 7.7 | 1.2 | 1.9 | 6.2 | 4.7 |
|  |  | 5.9% | 6.2% | 3.2% | 7.4% | 6.9% | 4.9% |
|  |  | 100.0% | 71.0% | 10.7% | 17.1% | 56.9% | 43.1% |
| TAXI | 30-7 | 2.7 | 1.3 | 1.5 | .4 | 1.4 | 1.2 |
|  |  | 1.4% | 1.1% | 4.2% | 1.5% | 1.6% | 1.3% |
|  |  | 100.0% | 49.1% | 58.3% | 14.6% | 53.2% | 46.8% |
| OTHER | 30-0 | 1.9 | 1.7 | .2 | - | 1.7 | .2 |
|  |  | 1.0% | 1.4% | .5% |  | 1.9% | .2% |
|  |  | 100.0% | 90.8% | 9.2% |  | 90.8% | 9.2% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
|  |  | 154.4% | 155.2% | 156.8% | 159.1% | 166.9% | 142.8% |
|  |  | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |

MODE OF TRANSPORTATION ON TRIP QUESTION 4B

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | LAST TRIP TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| AIR | 30-1 | 148.0 | 10.2 | 64.5 | 57.1 | 15.4 | 7.7 | 37.7 | 43.3 | 17.7 | 17.2 | 5.6 | 8.6 | 6.1 | 3.3 |
| | | 13.9% | 8.8% | 12.4% | 16.1% | 20.5% | 3.3% | 11.8% | 21.9% | 17.0% | 18.1% | 9.0% | 41.4% | 34.3% | 29.6% |
| | | 100.0% | 6.9% | 43.6% | 38.6% | 10.4% | 5.2% | 25.5% | 29.3% | 12.0% | 11.6% | 3.8% | 5.8% | 4.1% | 2.3% |
| PRIVATE CAR | 30-2 | 775.2 | 80.9 | 366.7 | 268.3 | 59.3 | 147.5 | 249.4 | 140.5 | 75.9 | 77.1 | 48.5 | 12.5 | 13.3 | 8.2 |
| | | 72.6% | 70.1% | 70.4% | 75.5% | 79.3% | 62.3% | 77.9% | 71.0% | 73.1% | 81.0% | 78.2% | 60.3% | 75.3% | 72.5% |
| | | 100.0% | 10.4% | 47.3% | 34.6% | 7.7% | 19.0% | 32.2% | 18.1% | 9.8% | 9.9% | 6.3% | 1.6% | 1.7% | 1.1% |
| RENTAL CAR | 30-3 | 34.5 | 3.7 | 17.3 | 10.0 | 3.5 | 1.9 | 7.4 | 10.9 | 3.7 | 2.5 | 2.6 | 3.5 | .8 | 1.1 |
| | | 3.2% | 3.2% | 3.3% | 2.8% | 4.7% | .8% | 2.3% | 5.5% | 3.6% | 2.6% | 4.2% | 16.9% | 4.4% | 9.4% |
| | | 100.0% | 10.7% | 50.0% | 29.1% | 10.2% | 5.6% | 21.6% | 31.5% | 10.8% | 7.2% | 7.5% | 10.2% | 2.3% | 3.1% |
| TRAIN | 30-4 | 9.3 | 2.2 | 4.5 | 1.6 | .9 | * | 4.0 | 1.7 | 1.2 | .1 | 1.0 | .3 | .9 | .1 |
| | | .9% | 1.9% | .9% | .5% | 1.2% | * | 1.3% | .8% | 1.1% | .1% | 1.6% | 1.2% | 5.2% | .5% |
| | | 100.0% | 24.0% | 48.8% | 17.8% | 9.4% | .4% | 43.5% | 17.9% | 12.7% | 1.3% | 10.9% | 2.8% | 9.9% | .6% |
| SCHEDULED BUS | 30-5 | 56.9 | 5.3 | 29.7 | 16.1 | 5.6 | 15.4 | 19.7 | 7.1 | 7.9 | 1.3 | 2.5 | 1.9 | .9 | .2 |
| | | 5.3% | 4.6% | 5.7% | 4.5% | 7.5% | 6.5% | 6.2% | 3.6% | 7.6% | 1.4% | 4.1% | 9.2% | 5.0% | 1.5% |
| | | 100.0% | 9.3% | 52.2% | 28.2% | 9.9% | 27.0% | 34.7% | 12.5% | 13.9% | 2.4% | 4.4% | 3.4% | 1.5% | .3% |
| CHARTERED BUS | 30-6 | 138.9 | 18.9 | 84.9 | 33.9 | 1.3 | 66.8 | 28.1 | 25.7 | 5.5 | 5.4 | 5.8 | .8 | .2 | .5 |
| | | 13.0% | 16.4% | 16.3% | 9.5% | 1.7% | 28.2% | 8.8% | 13.0% | 5.3% | 5.7% | 9.4% | 3.7% | 1.3% | 4.6% |
| | | 100.0% | 13.6% | 61.1% | 24.4% | .9% | 48.1% | 20.2% | 18.5% | 3.9% | 3.9% | 4.2% | .6% | .2% | .4% |
| TAXI | 30-7 | 3.6 | 1.1 | 1.2 | .4 | - | * | 2.1 | .1 | .1 | .1 | .1 | - | 1.0 | - |
| | | .3% | .9% | .2% | .1% | | * | .7% | * | .1% | .1% | .2% | | 5.9% | |
| | | 100.0% | 29.9% | 34.6% | 10.4% | | .2% | 59.8% | 2.6% | 3.7% | 1.3% | 2.8% | | 29.1% | |
| OTHER | 30-0 | 15.6 | 2.5 | 8.6 | 1.2 | 3.3 | 5.8 | 2.0 | 1.5 | 3.0 | - | 1.7 | .2 | 1.4 | - |
| | | 1.5% | 2.1% | 1.7% | .3% | 4.4% | 2.5% | .6% | .8% | 2.9% | | 2.8% | .3% | 7.9% | |
| | | 100.0% | 15.9% | 55.2% | 8.0% | 20.9% | 37.3% | 12.8% | 9.8% | 19.1% | | 11.0% | 1.1% | 8.9% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 115.3 | 521.0 | 355.4 | 74.8 | 236.6 | 320.0 | 197.9 | 103.8 | 95.1 | 62.0 | 20.8 | 17.7 | 11.3 |
| | | 110.7% | 108.0% | 110.9% | 109.3% | 119.3% | 103.6% | 109.6% | 116.6% | 110.7% | 109.0% | 109.5% | 133.5% | 139.3% | 118.1% |
| | | 100.0% | 10.8% | 48.8% | 33.3% | 7.0% | 22.2% | 30.0% | 18.5% | 9.7% | 8.9% | 5.8% | 1.9% | 1.7% | 1.1% |

MODE OF TRANSPORTATION ON TRIP QUESTION 4B

|  |  |  | SKIER PROFILE |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENT AGE |  |  |  |  |  |  | SEX |  | SOCIO-ECONOMIC STATUS |  |  |  |
|  |  | LAST TRIP TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| AIR | 30-1 | 148.0 | 23.5 | 2.7 | 2.6 | 9.1 | .7 | 4.9 | 3.6 | 96.6 | 51.4 | 50.4 | 45.5 | 15.6 | 21.0 |
|  |  | 13.9% | 2.7% | 1.2% | 1.0% | 6.0% | .8% | 6.1% | 4.4% | 14.2% | 13.2% | 26.0% | 16.7% | 12.4% | 6.8% |
|  |  | 100.0% | 15.9% | 1.8% | 1.7% | 6.1% | .5% | 3.3% | 2.5% | 65.3% | 34.7% | 34.1% | 30.7% | 10.5% | 14.2% |
| PRIVATE CAR | 30-2 | 775.2 | 695.9 | 141.1 | 223.9 | 116.8 | 67.7 | 73.6 | 71.7 | 506.1 | 269.1 | 131.3 | 210.1 | 95.1 | 204.0 |
|  |  | 72.6% | 78.8% | 62.1% | 85.7% | 77.7% | 83.8% | 92.7% | 86.5% | 74.5% | 69.3% | 67.7% | 77.1% | 75.6% | 65.6% |
|  |  | 100.0% | 89.8% | 18.2% | 28.9% | 15.1% | 8.7% | 9.5% | 9.2% | 65.3% | 34.7% | 16.9% | 27.1% | 12.3% | 26.3% |
| RENTAL CAR | 30-3 | 34.5 | 3.6 | 1.0 | - | 2.2 | - | .4 | - | 24.5 | 10.0 | 13.1 | 8.0 | 2.8 | 6.2 |
|  |  | 3.2% | .4% | .5% |  | 1.4% |  | .6% |  | 3.6% | 2.6% | 6.7% | 2.9% | 2.2% | 2.0% |
|  |  | 100.0% | 10.6% | 3.0% |  | 6.3% |  | 1.3% |  | 71.1% | 28.9% | 37.9% | 23.3% | 8.2% | 17.9% |
| TRAIN | 30-4 | 9.3 | .9 | - | - | - | - | - | .9 | 5.8 | 3.5 | 1.6 | 1.2 | 3.8 | 2.0 |
|  |  | .9% | .1% |  |  |  |  |  | 1.1% | .9% | .9% | .8% | .4% | 3.0% | .6% |
|  |  | 100.0% | 9.9% |  |  |  |  |  | 9.9% | 62.4% | 37.6% | 17.0% | 12.5% | 41.1% | 21.5% |
| SCHEDULED BUS | 30-5 | 56.9 | 29.9 | 14.8 | 9.0 | .1 | 4.7 | - | 1.3 | 35.7 | 21.2 | 10.3 | 12.3 | 9.9 | 19.1 |
|  |  | 5.3% | 3.4% | 6.5% | 3.4% | .1% | 5.9% |  | 1.6% | 5.3% | 5.5% | 5.3% | 4.5% | 7.9% | 6.1% |
|  |  | 100.0% | 52.5% | 25.9% | 15.8% | .2% | 8.3% |  | 2.3% | 62.7% | 37.3% | 18.2% | 21.6% | 17.4% | 33.5% |
| CHARTERED BUS | 30-6 | 138.9 | 128.0 | 65.7 | 25.1 | 22.8 | 4.7 | 4.0 | 5.8 | 75.2 | 63.7 | 23.8 | 23.0 | 7.2 | 72.3 |
|  |  | 13.0% | 14.5% | 28.9% | 9.6% | 15.2% | 5.8% | 5.0% | 7.0% | 11.1% | 16.4% | 12.3% | 8.4% | 5.7% | 23.2% |
|  |  | 100.0% | 92.2% | 47.3% | 18.0% | 16.4% | 3.4% | 2.9% | 4.2% | 54.2% | 45.8% | 17.1% | 16.6% | 5.2% | 52.0% |
| TAXI | 30-7 | 3.6 | .9 | - | - | - | - | - | .9 | 3.2 | .4 | .9 | .4 | 1.3 | .5 |
|  |  | .3% | .1% |  |  |  |  |  | 1.1% | .5% | .1% | .5% | .1% | 1.0% | .2% |
|  |  | 100.0% | 25.7% |  |  |  |  |  | 25.7% | 89.3% | 10.7% | 25.1% | 11.5% | 35.5% | 14.7% |
| OTHER | 30-0 | 15.6 | 13.8 | 4.1 | 2.0 | 1.5 | 3.0 | - | 3.1 | 7.5 | 8.1 | 1.4 | 3.3 | 1.7 | 5.8 |
|  |  | 1.5% | 1.6% | 1.8% | .8% | 1.0% | 3.7% |  | 3.8% | 1.1% | 2.1% | .7% | 1.2% | 1.4% | 1.9% |
|  |  | 100.0% | 88.2% | 26.5% | 12.8% | 9.8% | 19.1% |  | 19.9% | 48.2% | 51.8% | 8.9% | 21.1% | 10.9% | 37.3% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5 | 882.7 | 227.2 | 261.1 | 150.2 | 80.8 | 79.4 | 82.8 | 679.4 | 388.1 | 194.0 | 272.7 | 125.7 | 310.9 |
|  |  | 110.7% | 101.6% | 101.0% | 100.5% | 101.4% | 100.0% | 104.4% | 105.5% | 111.2% | 110.1% | 120.0% | 111.3% | 109.2% | 106.4% |
|  |  | 100.0% | 82.7% | 21.3% | 24.5% | 14.1% | 7.6% | 7.4% | 7.8% | 63.6% | 36.4% | 18.2% | 25.5% | 11.8% | 29.1% |

```
JOB NUMBER 907901      CARD NUMBER 07

                    MODE OF TRANSPORTATION ON TRIP                                                       QUESTION 4B
                         #===========================================SKIER PROFILE===========================================#
                                  +---------------------------------------LIFE STAGE---------------------------------------+
                                                   YOUNG
                               LAST               COUPLES/
                               TRIP    YOUNG       COOP.      YOUNG     MIDDLE     OLDER      GROWN      OLDER     RETIRED     OLDER
                              TOTAL  BACHELORS     UNITS    FAMILIES   FAMILIES   FAMILIES   FAMILIES   COUPLES   COUPLES     SINGLE

  AIR                 30-1    148.0     38.5       46.5       10.8       16.5       11.5        4.9        6.0       1.4        2.6
                               13.9%    32.7%      16.9%       8.9%       6.3%       6.8%       9.7%      31.4%     40.1%      53.7%
                              100.0%    26.0%      31.4%       7.3%      11.1%       7.8%       3.3%       4.0%      1.0%       1.8%

  PRIVATE CAR         30-2    775.2     67.7      202.4       91.1      190.8      129.6       43.5       16.1       2.1        3.2
                               72.6%    57.5%      73.7%      75.1%      72.7%      75.9%      85.6%      84.5%     59.3%      65.2%
                              100.0%     8.7%      26.1%      11.8%      24.6%      16.7%       5.6%       2.1%       .3%        .4%

  RENTAL CAR          30-3     34.5      7.0       11.4        1.6        4.1        5.7        1.9         .9        -          .3
                                3.2%     6.0%       4.2%       1.3%       1.6%       3.3%       3.8%       4.7%                 5.6%
                              100.0%    20.3%      33.2%       4.7%      11.8%      16.5%       5.6%       2.6%                  .8%

  TRAIN               30-4      9.3      2.9        2.9         .9         .4        1.4         -          .3        -          -
                                 .9%     2.5%       1.1%        .8%        .2%        .8%                   1.7%
                              100.0%    31.2%      31.1%       9.8%       4.8%      15.4%                   3.4%

  SCHEDULED BUS       30-5     56.9     12.4        9.2        5.5       14.1        8.9        2.5         .3        -         1.4
                                5.3%    10.6%       3.3%       4.5%       5.4%       5.2%       5.0%       1.4%                27.9%
                              100.0%    21.8%      16.1%       9.6%      24.7%      15.7%       4.5%        .5%                 2.4%

  CHARTERED BUS       30-6    138.9     14.9       33.5       15.0       40.5       24.4        1.9         .6        .3         .6
                               13.0%    12.7%      12.2%      12.3%      15.4%      14.3%       3.8%       3.1%      9.2%      12.4%
                              100.0%    10.7%      24.1%      10.8%      29.1%      17.6%       1.4%        .4%       .2%        .4%

  TAXI                30-7      3.6       .6        1.4          -          *        1.0         -          .1        -          -
                                 .3%      .5%        .5%                   *         .6%                    .6%
                              100.0%    15.7%      40.1%                   .3%      29.0%                   3.4%

  OTHER               30-0     15.6       .8        3.4        4.0        4.1        3.1         -          -         .2         -
                                1.5%      .7%       1.2%       3.3%       1.6%       1.8%                            4.8%
                              100.0%     5.4%      21.8%      25.5%      26.5%      19.6%                            1.1%

  BASE: SKI DAYS (000'S)      1067.5    117.7      274.6      121.3      262.6      170.7       50.8       19.0       3.5        4.9
       ON LAST TRIP            110.7%   123.2%     113.1%     106.2%     103.2%     108.7%     107.9%     127.4%    113.4%     164.8%
                              100.0%    11.0%      25.7%      11.4%      24.6%      16.0%       4.8%       1.8%       .3%        .5%
```

ACCOMMODATION ON LAST TRIP QUESTION 3M

| | | | SKIER ORIGIN | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENTS | | | | | | | |
| | | | ALBERTA | | | | | | | |
| | | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI- ONAL MRKT. | HINT- ERLAND MRKT. |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3 | 115.5 | 48.9 | 44.2 | 54.4 | 43.6 | 10.3 | 9.5 | 2.6 |
| | | 14.5% | 13.1% | 14.1% | 14.1% | 15.6% | 16.2% | 13.8% | 7.2% | 4.6% |
| | | 100.0% | 74.8% | 31.7% | 28.6% | 35.3% | 28.3% | 7.0% | 6.2% | 1.7% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2 | 364.0 | 114.4 | 108.4 | 160.2 | 141.6 | 18.6 | 69.1 | 20.2 |
| | | 46.4% | 41.2% | 32.9% | 34.5% | 46.0% | 52.5% | 23.3% | 52.5% | 36.4% |
| | | 100.0% | 73.5% | 23.1% | 21.9% | 32.4% | 28.6% | 3.8% | 14.0% | 4.1% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9 | 6.3 | - | - | 1.6 | 1.6 | - | 3.8 | .9 |
| | | 1.5% | .7% | | | .5% | .6% | | 2.9% | 1.7% |
| | | 100.0% | 39.5% | | | 10.0% | 10.0% | | 23.7% | 5.8% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1 | 43.2 | 24.7 | 22.2 | 11.9 | 4.9 | 6.9 | - | 6.6 |
| | | 4.6% | 4.9% | 7.1% | 7.0% | 3.4% | 1.8% | 8.9% | | 11.8% |
| | | 100.0% | 87.9% | 50.3% | 45.2% | 24.2% | 10.1% | 14.1% | | 13.4% |
| AT A CAMPSITE | 27-5 | 16.8 | 15.8 | 3.3 | 3.3 | 7.2 | 7.2 | - | 3.1 | 2.2 |
| | | 1.6% | 1.8% | 1.0% | 1.1% | 2.1% | 2.7% | | 2.3% | 3.9% |
| | | 100.0% | 93.9% | 19.9% | 19.9% | 42.6% | 42.6% | | 18.4% | 13.0% |
| DID NOT STAY OVER | 27-9 | 317.5 | 315.1 | 136.9 | 117.6 | 110.7 | 68.7 | 42.0 | 44.4 | 23.1 |
| | | 29.7% | 35.7% | 39.4% | 37.4% | 31.8% | 25.5% | 53.6% | 33.7% | 41.6% |
| | | 100.0% | 99.2% | 43.1% | 37.0% | 34.9% | 21.6% | 13.2% | 14.0% | 7.3% |
| OTHER | 27-0 | 23.4 | 22.9 | 18.9 | 18.9 | 2.1 | 2.1 | - | 1.8 | - |
| | | 2.2% | 2.6% | 5.5% | 6.0% | .6% | .8% | | 1.4% | |
| | | 100.0% | 97.9% | 81.1% | 81.1% | 9.1% | 9.1% | | 7.7% | |
| DON'T KNOW | 27-X | .1 | - | - | - | - | - | - | - | - |
| | | * | | | | | | | | |
| | | 100.0% | | | | | | | | |
| NOT STATED | 27-R | .3 | - | - | - | - | - | - | - | - |
| | | * | | | | | | | | |
| | | 100.0% | | | | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 882.7 | 347.3 | 314.7 | 348.1 | 269.8 | 78.3 | 131.7 | 55.5 |
| | | 100.5% | 100.0% | 100.0% | 100.1% | 100.0% | 100.1% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 82.7% | 32.5% | 29.5% | 32.6% | 25.3% | 7.3% | 12.3% | 5.2% |

ACCOMMODATION ON LAST TRIP QUESTION 3M

#==============================SKIER ORIGIN ON LAST TRIP(CONT'D)==============================#

| | | | | *..........CANADA.......... | | | | | | ** .......UNITED STATES....... | | | | **OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | LAST TRIP TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3 | 38.9 | 31.4 | 4.3 | 3.4 | 3.1 | 13.4 | 5.0 | 2.2 | 2.7 | .1 | - | 2.5 | 4.8 |
| | | 14.5% | 21.0% | 25.0% | 21.0% | 12.9% | 17.5% | 30.5% | 41.6% | 44.3% | 6.8% | 1.4% | | 11.7% | 24.1% |
| | | 100.0% | 25.2% | 20.4% | 2.8% | 2.2% | 2.0% | 8.7% | 3.3% | 1.5% | 1.7% | .1% | | 1.7% | 3.1% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2 | 131.2 | 83.8 | 13.0 | 22.0 | 13.8 | 26.6 | 6.6 | 1.8 | 35.9 | 7.8 | 9.7 | 18.4 | 11.5 |
| | | 46.4% | 71.0% | 66.7% | 63.4% | 83.2% | 77.9% | 60.7% | 54.6% | 36.6% | 91.0% | 96.9% | 100.0% | 84.8% | 58.2% |
| | | 100.0% | 26.5% | 16.9% | 2.6% | 4.4% | 2.8% | 5.4% | 1.3% | .4% | 7.3% | 1.6% | 2.0% | 3.7% | 2.3% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9 | 9.6 | 5.5 | 1.1 | .3 | 1.7 | 1.0 | .5 | 1.0 | .6 | .1 | - | .4 | 3.6 |
| | | 1.5% | 5.2% | 4.3% | 5.2% | 1.2% | 9.6% | 2.2% | 3.8% | 19.1% | 1.5% | 1.7% | | 2.1% | 18.1% |
| | | 100.0% | 60.5% | 34.4% | 6.8% | 1.9% | 10.7% | 6.1% | 2.9% | 6.1% | 3.7% | .9% | | 2.8% | 22.5% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1 | 5.9 | 5.5 | 1.8 | .1 | 1.3 | 2.4 | - | - | - | - | - | - | .4 |
| | | 4.6% | 3.2% | 4.4% | 8.8% | .3% | 7.4% | 5.4% | | | | | | | 2.0% |
| | | 100.0% | 12.1% | 11.3% | 3.7% | .2% | 2.7% | 4.8% | | | | | | | .8% |
| AT A CAMPSITE | 27-5 | 16.8 | 1.0 | .8 | .2 | .6 | * | - | - | - | .3 | - | - | .3 | - |
| | | 1.6% | .6% | .6% | .9% | 2.1% | .1% | | | | .7% | | | 1.2% | |
| | | 100.0% | 6.1% | 4.5% | 1.0% | 3.4% | .1% | | | | 1.6% | | | 1.6% | |
| DID NOT STAY OVER | 27-9 | 317.5 | 2.4 | 1.9 | .7 | .5 | .2 | .3 | .1 | .1 | .4 | * | - | .3 | .1 |
| | | 29.7% | 1.3% | 1.5% | 3.5% | 2.0% | 1.0% | .7% | .6% | 2.2% | .9% | .3% | | 1.6% | .7% |
| | | 100.0% | .8% | .6% | .2% | .2% | .1% | .1% | * | * | .1% | * | | .1% | * |
| OTHER | 27-0 | 23.4 | .5 | .5 | .1 | .1 | - | .2 | - | - | * | - | - | * | - |
| | | 2.2% | .3% | .4% | .5% | .6% | | .5% | | | .1% | | | .1% | |
| | | 100.0% | 2.1% | 2.0% | .4% | .6% | | .9% | | | .1% | | | .1% | |
| DON'T KNOW | 27-X | .1 | .1 | .1 | .1 | - | - | - | - | - | - | - | - | - | - |
| | | * | * | * | .3% | | | | | | | | | | |
| | | 100.0% | 100.0% | 100.0% | 100.0% | | | | | | | | | | |
| NOT STATED | 27-R | .3 | .3 | .3 | - | - | - | .3 | - | - | - | - | - | - | - |
| | | * | .2% | .3% | | | | .7% | | | | | | | |
| | | 100.0% | 100.0% | 100.0% | | | | 100.0% | | | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.5% | 102.8% | 103.2% | 103.6% | 102.3% | 113.5% | 100.7% | 100.6% | 102.2% | 101.0% | 100.3% | 100.0% | 101.5% | 103.1% |
| | | 100.0% | 17.3% | 11.8% | 1.9% | 2.5% | 1.7% | 4.1% | 1.1% | .5% | 3.7% | .8% | .9% | 2.0% | 1.8% |

ACCOMMODATION ON LAST TRIP QUESTION 3M

#==========================ALBERTA DESTINATIONS ON LAST TRIP==========================#

+-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING------------------------+

*.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**...LAKE LOUISE..*

| | | LAST TRIP TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTALS TOTAL RMS | TOTALS RESI-DENT | TOTALS NON-RES. | BANFF/L.LOUISE TOTAL | BANFF/L.LOUISE RESI-DENT | BANFF/L.LOUISE NON-RES. | SUNSHINE TOTAL | SUNSHINE RESI-DENT | SUNSHINE NON-RES. | LAKE LOUISE TOTAL | LAKE LOUISE RESI-DENT | LAKE LOUISE NON-RES. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3<br>14.5%<br>100.0% | 104.8<br>13.5%<br>67.9% | 65.9<br>11.1%<br>42.7% | 38.9<br>21.0%<br>25.2% | 85.1<br>13.9%<br>55.1% | 46.3<br>10.9%<br>30.0% | 38.9<br>21.0%<br>25.2% | 65.6<br>13.9%<br>42.5% | 30.2<br>10.0%<br>19.6% | 35.4<br>20.9%<br>22.9% | 29.4<br>11.6%<br>19.0% | 13.9<br>8.5%<br>9.0% | 15.4<br>17.3%<br>10.0% | 27.1<br>16.8%<br>17.6% | 7.9<br>9.2%<br>5.1% | 19.2<br>25.5%<br>12.4% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2<br>46.4%<br>100.0% | 335.2<br>43.2%<br>67.7% | 204.0<br>34.5%<br>41.2% | 131.2<br>71.0%<br>26.5% | 332.5<br>54.4%<br>67.1% | 201.3<br>47.3%<br>40.6% | 131.2<br>71.0%<br>26.5% | 257.6<br>54.7%<br>52.0% | 137.5<br>45.7%<br>27.8% | 120.0<br>70.8%<br>24.2% | 138.4<br>54.8%<br>28.0% | 69.4<br>42.6%<br>14.0% | 69.0<br>77.1%<br>13.9% | 89.3<br>55.2%<br>18.0% | 41.2<br>47.7%<br>8.3% | 48.0<br>63.7%<br>9.7% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9<br>1.5%<br>100.0% | 13.0<br>1.7%<br>82.0% | 3.4<br>.6%<br>21.5% | 9.6<br>5.2%<br>60.5% | 13.0<br>2.1%<br>82.0% | 3.4<br>.8%<br>21.5% | 9.6<br>5.2%<br>60.5% | 10.2<br>2.2%<br>64.2% | .9<br>.3%<br>5.7% | 9.3<br>5.5%<br>58.5% | 6.1<br>2.4%<br>38.3% | - | 6.1<br>6.8%<br>38.3% | 3.4<br>2.1%<br>21.2% | .9<br>1.0%<br>5.7% | 2.5<br>3.3%<br>15.5% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1<br>4.6%<br>100.0% | 17.3<br>2.2%<br>35.3% | 11.4<br>1.9%<br>23.2% | 5.9<br>3.2%<br>12.1% | 10.8<br>1.8%<br>21.9% | 4.8<br>1.1%<br>9.8% | 5.9<br>3.2%<br>12.1% | 10.8<br>2.3%<br>21.9% | 4.8<br>1.6%<br>9.8% | 5.9<br>3.5%<br>12.1% | 3.2<br>1.3%<br>6.4% | 3.0<br>1.8%<br>6.0% | .2<br>.2%<br>.4% | 5.7<br>3.5%<br>11.5% | - | 5.7<br>7.5%<br>11.5% |
| AT A CAMPSITE | 27-5 | 16.8<br>1.6%<br>100.0% | 16.8<br>2.2%<br>100.0% | 15.8<br>2.7%<br>93.9% | 1.0<br>.6%<br>6.1% | 16.4<br>2.7%<br>97.6% | 15.4<br>3.6%<br>91.5% | 1.0<br>.6%<br>6.1% | 12.5<br>2.7%<br>74.3% | 11.9<br>4.0%<br>70.8% | .6<br>.4%<br>3.6% | 6.8<br>2.7%<br>40.6% | 6.5<br>4.0%<br>38.7% | .3<br>.4%<br>1.9% | 1.8<br>1.1%<br>10.4% | 1.5<br>1.7%<br>8.8% | .3<br>.4%<br>1.6% |
| DID NOT STAY OVER | 27-9 | 317.5<br>29.7%<br>100.0% | 280.8<br>36.2%<br>88.4% | 278.3<br>47.0%<br>87.7% | 2.4<br>1.3%<br>.8% | 144.1<br>23.6%<br>45.4% | 141.7<br>33.3%<br>44.6% | 2.4<br>1.3%<br>.8% | 105.8<br>22.5%<br>33.3% | 103.9<br>34.5%<br>32.7% | 1.8<br>1.1%<br>.6% | 59.2<br>23.4%<br>18.6% | 58.4<br>35.8%<br>18.4% | .8<br>.9%<br>.3% | 35.8<br>22.1%<br>11.3% | 34.9<br>40.3%<br>11.0% | 1.0<br>1.3%<br>.3% |
| OTHER | 27-0 | 23.4<br>2.2%<br>100.0% | 13.5<br>1.7%<br>57.6% | 13.0<br>2.2%<br>55.5% | .5<br>.3%<br>2.1% | 13.5<br>2.2%<br>57.6% | 13.0<br>3.0%<br>55.5% | .5<br>.3%<br>2.1% | 12.4<br>2.6%<br>53.1% | 11.9<br>4.0%<br>51.1% | .5<br>.3%<br>2.0% | 12.3<br>4.9%<br>52.7% | 11.9<br>7.3%<br>51.1% | .4<br>.4%<br>1.6% | .1<br>.1%<br>.4% | - | .1<br>.1%<br>.4% |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | - | - | - | .1<br>*<br>100.0% | - | .1<br>.1%<br>100.0% |
| NOT STATED | 27-R | .3<br>*<br>100.0% | .3<br>*<br>100.0% | - | .3<br>.2%<br>100.0% | .3<br>.1%<br>100.0% | - | .3<br>.2%<br>100.0% | .3<br>.1%<br>100.0% | - | .3<br>.2%<br>100.0% | .3<br>.1%<br>100.0% | - | .3<br>.4%<br>100.0% | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>100.5%<br>100.0% | 776.6<br>100.7%<br>72.8% | 591.9<br>100.0%<br>55.4% | 184.8<br>102.8%<br>17.3% | 610.6<br>100.8%<br>57.2% | 425.8<br>100.0%<br>39.9% | 184.8<br>102.8%<br>17.3% | 470.7<br>101.0%<br>44.1% | 301.2<br>100.1%<br>28.2% | 169.5<br>102.7%<br>15.9% | 252.6<br>101.2%<br>23.7% | 163.1<br>100.0%<br>15.3% | 89.5<br>103.5%<br>8.4% | 161.8<br>100.9%<br>15.2% | 86.4<br>99.9%<br>8.1% | 75.4<br>101.9%<br>7.1% |

ACCOMMODATION ON LAST TRIP QUESTION 3M

| | | | ALBERTA DESTINATIONS ON LAST TRIP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | LAST TRIP TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3<br>14.5%<br>100.0% | 104.8<br>13.5%<br>67.9% | 65.9<br>11.1%<br>42.7% | 38.9<br>21.0%<br>25.2% | 85.1<br>13.9%<br>55.1% | 46.3<br>10.9%<br>30.0% | 38.9<br>21.0%<br>25.2% | 5.0<br>23.2%<br>3.3% | 4.3<br>24.9%<br>2.8% | .8<br>16.7%<br>.5% | 19.5<br>18.5%<br>12.6% | 16.1<br>17.3%<br>10.4% | 3.4<br>22.5%<br>2.2% | - |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2<br>46.4%<br>100.0% | 335.2<br>43.2%<br>67.7% | 204.0<br>34.5%<br>41.2% | 131.2<br>71.0%<br>26.5% | 332.5<br>54.4%<br>67.1% | 201.3<br>47.3%<br>40.6% | 131.2<br>71.0%<br>26.5% | 3.0<br>13.9%<br>.6% | - | 3.0<br>65.8%<br>.6% | 70.5<br>67.0%<br>14.3% | 59.5<br>65.0%<br>12.0% | 11.2<br>73.0%<br>2.3% | 4.3<br>12.4%<br>.9% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9<br>1.5%<br>100.0% | 13.0<br>1.7%<br>82.0% | 3.4<br>.6%<br>21.5% | 9.6<br>5.2%<br>60.5% | 13.0<br>2.1%<br>82.0% | 3.4<br>.8%<br>21.5% | 9.6<br>5.2%<br>60.5% | .8<br>3.5%<br>4.8% | - | .8<br>16.5%<br>4.8% | 1.2<br>1.2%<br>7.9% | .9<br>1.0%<br>5.8% | .3<br>2.1%<br>2.0% | 1.6<br>4.6%<br>10.0% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1<br>4.6%<br>100.0% | 17.3<br>2.2%<br>35.3% | 11.4<br>1.9%<br>23.2% | 5.9<br>3.2%<br>12.1% | 10.3<br>1.6%<br>21.9% | 4.8<br>1.1%<br>9.8% | 5.9<br>3.2%<br>12.1% | .1<br>.3%<br>.1% | - | .1<br>1.3%<br>.1% | *<br>*<br>* | - | *<br>.1%<br>* | - |
| AT A CAMPSITE | 27-5 | 16.8<br>1.6%<br>100.0% | 16.8<br>2.2%<br>100.0% | 15.8<br>2.7%<br>93.9% | 1.0<br>.6%<br>6.1% | 16.4<br>2.7%<br>97.6% | 15.4<br>3.6%<br>91.5% | 1.0<br>.6%<br>6.1% | 2.2<br>10.1%<br>13.1% | 2.2<br>12.7%<br>13.0% | *<br>.2%<br>.1% | 2.3<br>2.2%<br>13.6% | 1.9<br>2.1%<br>11.1% | .4<br>2.7%<br>2.5% | 1.6<br>4.7%<br>9.7% |
| DID NOT STAY OVER | 27-9 | 317.5<br>29.7%<br>100.0% | 280.8<br>36.2%<br>88.4% | 278.3<br>47.0%<br>87.7% | 2.4<br>1.3%<br>.8% | 144.1<br>23.6%<br>45.4% | 141.7<br>33.3%<br>44.6% | 2.4<br>1.3%<br>.8% | 10.7<br>49.2%<br>3.4% | 10.7<br>62.3%<br>3.4% | *<br>.5%<br>* | 11.4<br>10.8%<br>3.6% | 10.8<br>12.0%<br>3.4% | .6<br>3.8%<br>.2% | 27.0<br>78.2%<br>8.5% |
| OTHER | 27-0 | 23.4<br>2.2%<br>100.0% | 13.5<br>1.7%<br>57.6% | 13.0<br>2.2%<br>55.5% | .5<br>.3%<br>2.1% | 13.5<br>2.2%<br>57.6% | 13.0<br>3.0%<br>55.5% | .5<br>.3%<br>2.1% | - | - | - | 1.1<br>1.0%<br>4.6% | 1.0<br>1.1%<br>4.4% | *<br>.2%<br>.1% | - |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | - | - | - | - | - | - | - |
| NOT STATED | 27-R | .3<br>*<br>100.0% | .3<br>*<br>100.0% | - | .3<br>.2%<br>100.0% | .3<br>.1%<br>100.0% | - | .3<br>.2%<br>100.0% | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>100.5%<br>100.0% | 776.6<br>100.7%<br>72.8% | 591.9<br>100.0%<br>55.4% | 184.8<br>102.8%<br>17.3% | 610.6<br>100.8%<br>57.2% | 425.8<br>100.0%<br>39.9% | 184.8<br>102.8%<br>17.3% | 21.8<br>100.2%<br>2.0% | 17.2<br>99.9%<br>1.6% | 4.6<br>101.0%<br>.4% | 105.4<br>100.7%<br>9.9% | 90.1<br>100.0%<br>8.4% | 15.3<br>104.4%<br>1.4% | 34.5<br>99.9%<br>3.2% |

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                        ACCOMMODATION ON LAST TRIP                                                   QUESTION 3M
                                  #===ALBERTA DESTINATION ON LAST TRIP===#FLATLAND#==OUT-OF-PROV.DESTINATION(LAST TRIP)==#
                                  +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                                 TOTAL
                                LAST                                             FLAT-                      EASTERN
                                TRIP     TOTAL    RESI-     NON-               RESI-    LAND     RESI-               KOOTE-
                                TOTAL     ALTA    DENT      RES.      TOTAL    DENT     RES.     DENT      TOTAL    NAYS      TOTAL MONTANA

AT THE HOME OF FRIENDS 27-1    154.3    104.8     65.9     38.9      85.1     46.3     19.6     49.6      37.8     14.5      11.8     11.8
OR RELATIVES                    14.5%    13.5%    11.1%    21.0%     13.9%    10.9%    11.8%    17.1%     20.1%    12.6%     12.3%    16.0%
                               100.0%    67.9%    42.7%    25.2%     55.1%    30.0%    12.7%    32.1%     24.5%     9.4%      7.6%     7.6%

AT A HOTEL, MOTEL OR   27-2    495.2    335.2    204.0    131.2     332.5    201.3      2.8    159.9     101.9     59.1      53.7     40.2
LODGE                           46.4%    43.2%    34.5%    71.0%     54.4%    47.3%     1.7%    55.0%     54.2%    51.0%     56.1%    54.7%
                               100.0%    67.7%    41.2%    26.5%     67.1%    40.6%      .6%    32.3%     20.6%    11.9%     10.8%     8.1%

AT A GUEST HOUSE OR    27-3     15.9     13.0      3.4      9.6      13.0      3.4       -       2.9        .6       .6       2.2      2.2
HOSTEL                           1.5%     1.7%      .6%     5.2%      2.1%      .8%              1.0%       .3%      .5%      2.3%     3.0%
                               100.0%    82.0%    21.5%    60.5%     82.0%    21.5%             13.0%      3.9%     3.9%     14.1%    14.1%

AT YOUR OWN COTTAGE OR 27-4     49.1     17.3     11.4      5.9      10.8      4.3      6.5     31.8       9.2      3.5      22.6     14.8
CONDOMINIUM                      4.6%     2.2%     1.9%     3.2%      1.8%     1.1%     4.0%    10.9%      4.9%     7.3%     23.6%    20.1%
                               100.0%    35.3%    23.2%    12.1%     21.9%     9.8%    13.4%    64.7%     18.6%    17.3%     46.1%    30.1%

AT A CAMPSITE          27-5     16.8     16.8     15.8      1.0      16.4     15.4       .4       -         -        -         -        -
                                 1.6%     2.2%     2.7%      .6%      2.7%     3.6%      .2%
                               100.0%   100.0%    93.9%     6.1%     97.6%    91.5%     2.4%

DID NOT STAY OVER      27-9    317.5    280.8    278.3      2.4     144.1    141.7    136.7     36.8      32.4     27.2       1.5       .6
                                29.7%    36.2%    47.0%     1.3%     23.6%    33.3%    82.3%    12.6%     17.2%    23.4%      1.6%      .9%
                               100.0%    88.4%    87.7%      .8%     45.4%    44.6%    43.0%    11.6%     10.2%     8.6%       .5%      .2%

OTHER                  27-0     23.4     13.5     13.0       .5      13.5     13.0       -       9.9       6.0      6.0       3.9      3.9
                                 2.2%     1.7%     2.2%      .3%      2.2%     3.0%              3.4%      3.2%     5.2%      4.0%     5.3%
                               100.0%    57.6%    55.5%     2.1%     57.6%    55.5%             42.4%     25.8%    25.8%     16.6%    16.6%

DON'T KNOW             27-X       .1       .1       -        .1        .1       -        -        -         -        -         -        -
                                  *        *                 *         *
                               100.0%   100.0%            100.0%    100.0%

NOT STATED             27-R       .3       .3       -        .3        .3       -        -        -         -        -         -        -
                                  *        *                .2%       .1%
                               100.0%   100.0%            100.0%    100.0%

BASE: SKI DAYS (000'S)        1067.5    776.6    591.9    184.8     610.6    425.3    166.0    290.8     187.8    115.9      95.7     73.6
      ON LAST TRIP             100.5%   100.7%   100.0%   102.8%    100.8%   100.0%   100.0%   100.0%     99.9%   100.0%     99.9%   100.0%
                               100.0%    72.8%    55.4%    17.3%     57.2%    39.9%    15.6%    27.2%     17.6%    10.9%      9.0%     6.9%
```

ACCOMMODATION ON LAST TRIP QUESTION 3M

| | | LAST TRIP TOTAL | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3<br>14.5%<br>100.0% | 7.0<br>24.3%<br>4.6% | 25.2<br>14.7%<br>16.3% | 25.8<br>10.1%<br>16.7% | 44.4<br>11.7%<br>28.8% | 51.9<br>22.5%<br>33.6% | 1.0<br>.3%<br>.7% | .3<br>.2%<br>.2% | .7<br>.5%<br>.5% | 152.7<br>20.5%<br>98.9% | 95.3<br>19.4%<br>61.7% | 57.4<br>22.5%<br>37.2% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2<br>46.4%<br>100.0% | 6.3<br>21.8%<br>1.3% | 88.7<br>51.9%<br>17.9% | 126.1<br>49.2%<br>25.5% | 171.1<br>44.9%<br>34.6% | 103.0<br>44.7%<br>20.8% | 1.1<br>.3%<br>.2% | .1<br>.1%<br>* | 1.0<br>.7%<br>.2% | 491.3<br>65.9%<br>99.2% | 321.0<br>65.5%<br>64.8% | 170.2<br>66.7%<br>34.4% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9<br>1.5%<br>100.0% | .6<br>2.1%<br>3.9% | .5<br>.3%<br>3.3% | 6.3<br>2.5%<br>39.7% | 6.2<br>1.6%<br>39.2% | 2.2<br>1.0%<br>13.9% | *<br>*<br>.1% | - | *<br>*<br>.1% | 15.9<br>2.1%<br>99.9% | 13.1<br>2.7%<br>82.3% | 2.8<br>1.1%<br>17.6% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1<br>4.6%<br>100.0% | 1.5<br>5.4%<br>3.2% | 5.8<br>3.4%<br>11.8% | 11.5<br>4.5%<br>23.5% | 24.9<br>6.5%<br>50.8% | 5.3<br>2.3%<br>10.8% | - | - | - | 47.7<br>6.4%<br>97.1% | 41.2<br>8.4%<br>84.0% | 6.5<br>2.5%<br>13.2% |
| AT A CAMPSITE | 27-5 | 16.8<br>1.6%<br>100.0% | .4<br>1.4%<br>2.4% | 8.1<br>4.8%<br>48.4% | 2.8<br>1.1%<br>16.6% | 2.9<br>.8%<br>17.5% | 2.5<br>1.1%<br>15.1% | - | - | - | 16.8<br>2.3%<br>100.0% | 9.3<br>1.9%<br>55.2% | 7.5<br>3.0%<br>44.8% |
| DID NOT STAY OVER | 27-9 | 317.5<br>29.7%<br>100.0% | 13.0<br>45.0%<br>4.1% | 42.2<br>24.7%<br>13.3% | 84.6<br>33.0%<br>26.6% | 116.9<br>30.7%<br>36.8% | 60.9<br>26.4%<br>19.2% | 315.8<br>100.0%<br>99.4% | 174.6<br>100.0%<br>55.0% | 141.2<br>100.0%<br>44.5% | - | - | - |
| OTHER | 27-0 | 23.4<br>2.2%<br>100.0% | - | .9<br>.5%<br>3.9% | - | 17.0<br>4.5%<br>72.7% | 5.5<br>2.4%<br>23.4% | *<br>*<br>.1% | - | *<br>*<br>.1% | 23.3<br>3.1%<br>99.9% | 12.7<br>2.6%<br>54.2% | 10.7<br>4.2%<br>45.6% |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | - | - | .1<br>*<br>100.0% | - | - | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | - | - | - |
| NOT STATED | 27-R | .3<br>*<br>100.0% | - | - | - | - | .3<br>.1%<br>100.0% | - | - | - | .3<br>*<br>100.0% | .3<br>.1%<br>100.0% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>100.5%<br>100.0% | 28.9<br>100.0%<br>2.7% | 171.0<br>100.3%<br>16.0% | 256.2<br>100.4%<br>24.0% | 381.2<br>100.7%<br>35.7% | 230.3<br>100.5%<br>21.6% | 315.8<br>100.6%<br>29.6% | 174.6<br>100.3%<br>16.4% | 141.2<br>101.2%<br>13.2% | 745.1<br>100.3%<br>69.8% | 490.0<br>100.6%<br>45.9% | 255.1<br>100.0%<br>23.9% |

ACCOMMODATION ON LAST TRIP

QUESTION 3M

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 104.8 | 1.6 | 103.1 | 82.8 | 27.4 | 10.6 | 1.8 | 1.0 | 104.8 | .4 | 46.9 | 49.2 | 8.0 |
| | | 13.5% | 1.2% | 16.0% | 14.0% | 21.9% | 8.0% | 19.0% | .3% | 85.8% | 1.0% | 14.9% | 12.7% | 10.9% |
| | | 100.0% | 1.5% | 98.5% | 79.0% | 26.2% | 10.1% | 1.7% | .9% | 100.0% | .4% | 44.8% | 46.9% | 7.6% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 335.2 | 89.1 | 246.1 | 243.8 | 90.9 | 62.1 | 4.7 | 335.2 | 1.0 | 1.6 | 168.1 | 146.4 | 20.7 |
| | | 43.2% | 68.1% | 38.1% | 41.2% | 72.6% | 47.0% | 50.2% | 100.0% | .8% | 3.6% | 53.3% | 37.9% | 28.2% |
| | | 100.0% | 26.6% | 73.4% | 72.7% | 27.1% | 18.5% | 1.4% | 100.0% | .3% | .5% | 50.1% | 43.7% | 6.2% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 13.0 | 3.0 | 10.1 | 8.5 | 7.9 | 2.6 | 1.5 | 1.6 | .4 | 13.0 | 6.4 | 6.5 | .2 |
| | | 1.7% | 2.3% | 1.6% | 1.4% | 6.3% | 1.9% | 16.0% | .5% | .4% | 30.1% | 2.0% | 1.7% | .2% |
| | | 100.0% | 22.8% | 77.2% | 65.6% | 60.4% | 19.6% | 11.4% | 12.1% | 3.4% | 100.0% | 48.9% | 49.8% | 1.4% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 17.3 | - | 17.3 | 14.7 | 1.4 | .4 | 1.7 | - | 17.3 | - | 5.8 | 9.1 | 1.6 |
| | | 2.2% | | 2.7% | 2.5% | 1.1% | .3% | 18.0% | | 14.2% | | 1.8% | 2.3% | 2.2% |
| | | 100.0% | | 100.0% | 84.7% | 8.0% | 2.2% | 9.7% | | 100.0% | | 33.3% | 52.2% | 9.1% |
| AT A CAMPSITE | 27-5 | 16.8 | - | 16.8 | 14.7 | .1 | - | - | - | - | 16.8 | 11.3 | 5.3 | .1 |
| | | 2.2% | | 2.6% | 2.5% | .1% | | | | | 38.8% | 3.6% | 1.4% | .2% |
| | | 100.0% | | 100.0% | 87.6% | .6% | | | | | 100.0% | 67.4% | 31.7% | .8% |
| DID NOT STAY OVER | 27-9 | 280.8 | 36.8 | 244.0 | 222.9 | 1.0 | 51.1 | .1 | 1.1 | 1.0 | * | 79.8 | 158.2 | 42.8 |
| | | 36.2% | 28.1% | 37.8% | 37.7% | .8% | 38.6% | 1.3% | .3% | .9% | .1% | 25.3% | 41.0% | 58.4% |
| | | 100.0% | 13.1% | 86.9% | 79.4% | .4% | 18.2% | * | .4% | .4% | * | 28.4% | 56.3% | 15.2% |
| OTHER | 27-0 | 13.5 | .1 | 13.3 | 7.8 | * | 5.6 | - | - | - | 13.5 | * | 13.4 | - |
| | | 1.7% | .1% | 2.1% | 1.3% | * | 4.2% | | | | 31.1% | * | 3.5% | |
| | | 100.0% | 1.1% | 98.9% | 58.3% | .2% | 41.7% | | | | 100.0% | .2% | 99.8% | |
| DON'T KNOW | 27-X | .1 | - | .1 | - | - | .1 | - | - | - | - | - | .1 | - |
| | | * | | * | | | * | | | | | | * | |
| | | 100.0% | | 100.0% | | | 100.0% | | | | | | 100.0% | |
| NOT STATED | 27-R | .3 | .3 | - | .3 | - | - | - | - | - | - | .3 | - | - |
| | | * | .2% | | .1% | | | | | | | .1% | | |
| | | 100.0% | 100.0% | | 100.0% | | | | | | | 100.0% | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.7% | 100.0% | 100.9% | 100.7% | 102.8% | 100.0% | 104.5% | 101.1% | 102.1% | 104.7% | 101.0% | 100.5% | 100.1% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

ACCOMMODATION ON LAST TRIP QUESTION 3M

TRAVEL BEHAVIOUR(NON-RESIDENTS)

| | | | PURPOSE | | | EXPERIENCE | |
|---|---|---|---|---|---|---|---|
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 38.9<br>21.0%<br>100.0% | 15.1<br>12.3%<br>38.8% | 19.7<br>54.0%<br>50.7% | 2.6<br>10.3%<br>6.6% | 15.0<br>16.9%<br>38.5% | 23.9<br>24.9%<br>61.5% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 131.2<br>71.0%<br>100.0% | 99.0<br>80.6%<br>75.5% | 15.4<br>42.1%<br>11.7% | 19.4<br>77.5%<br>14.8% | 67.2<br>75.7%<br>51.2% | 64.0<br>56.7%<br>48.7% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 9.6<br>5.2%<br>100.0% | 7.0<br>5.7%<br>72.8% | 1.2<br>3.3%<br>12.4% | .9<br>3.6%<br>9.4% | 6.2<br>7.0%<br>64.6% | 3.4<br>3.5%<br>35.4% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 5.9<br>3.2%<br>100.0% | 2.7<br>2.2%<br>45.6% | .3<br>.9%<br>5.4% | 2.0<br>7.8%<br>33.0% | 1.7<br>2.0%<br>29.2% | 4.2<br>4.4%<br>70.8% |
| AT A CAMPSITE | 27-5 | 1.0<br>.6%<br>100.0% | .7<br>.6%<br>72.8% | .2<br>.5%<br>16.7% | .1<br>.4%<br>9.5% | .2<br>.2%<br>17.2% | .8<br>.9%<br>82.8% |
| DID NOT STAY OVER | 27-9 | 2.4<br>1.3%<br>100.0% | 1.0<br>.8%<br>43.1% | .7<br>2.0%<br>30.3% | .5<br>1.8%<br>19.2% | .8<br>.9%<br>33.1% | 1.6<br>1.7%<br>66.9% |
| OTHER | 27-0 | .5<br>.3%<br>100.0% | .3<br>.3%<br>70.0% | - | .1<br>.6%<br>30.0% | .3<br>.4%<br>70.0% | .1<br>.2%<br>30.0% |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | .1<br>*<br>100.0% | - | - | - | .1<br>.1%<br>100.0% |
| NOT STATED | 27-R | .3<br>.2%<br>100.0% | .3<br>.3%<br>100.0% | - | - | .3<br>.4%<br>100.0% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 184.8<br>102.8%<br>100.0% | 122.9<br>102.8%<br>66.5% | 36.4<br>102.8%<br>19.7% | 25.1<br>102.0%<br>13.6% | 88.7<br>103.5%<br>48.0% | 96.0<br>102.4%<br>51.9% |

ACCOMMOCATION ON LAST TRIP

QUESTION 3M

| | | | SKIER PROFILE | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | |
| | | LAST TRIP TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3 | 8.8 | 63.2 | 72.0 | 10.2 | 22.4 | 55.4 | 33.9 | 12.1 | 19.8 | 3.3 | 1.8 | 4.0 | 1.3 |
| | | 14.5% | 7.6% | 12.1% | 20.2% | 13.6% | 9.4% | 17.3% | 17.1% | 11.7% | 20.9% | 5.4% | 8.8% | 22.6% | 11.2% |
| | | 100.0% | 5.7% | 40.9% | 46.6% | 6.6% | 14.5% | 35.9% | 22.0% | 7.9% | 12.3% | 2.2% | 1.2% | 2.6% | .8% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2 | 50.6 | 239.6 | 170.2 | 34.1 | 66.1 | 166.6 | 100.8 | 48.3 | 49.0 | 39.4 | 13.9 | 5.1 | 5.5 |
| | | 46.4% | 43.8% | 46.0% | 47.9% | 45.6% | 27.9% | 52.1% | 51.0% | 46.6% | 51.5% | 63.5% | 66.8% | 28.7% | 49.0% |
| | | 100.0% | 10.2% | 48.4% | 34.4% | 6.9% | 13.4% | 33.7% | 20.4% | 9.8% | 9.3% | 8.0% | 2.8% | 1.0% | 1.1% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9 | 2.7 | 5.4 | 2.5 | 5.3 | 2.3 | 2.6 | 4.6 | 3.9 | .2 | .7 | * | .9 | .1 |
| | | 1.5% | 2.3% | 1.0% | .7% | 7.0% | 1.0% | .8% | 2.3% | 3.7% | .2% | 1.1% | .2% | 5.2% | 1.3% |
| | | 100.0% | 17.0% | 34.0% | 15.9% | 33.1% | 14.5% | 16.6% | 23.3% | 24.5% | 1.3% | 4.4% | .3% | 5.8% | .9% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1 | .6 | 15.2 | 29.9 | 3.4 | 12.9 | 9.9 | 7.4 | 6.6 | 9.1 | 3.1 | - | * | - |
| | | 4.6% | .6% | 2.9% | 8.4% | 4.5% | 5.5% | 3.1% | 3.7% | 6.4% | 9.5% | 5.1% | | .1% | |
| | | 100.0% | 1.3% | 31.0% | 60.9% | 6.8% | 26.4% | 20.2% | 15.1% | 13.5% | 18.4% | 6.4% | | * | |
| AT A CAMPSITE | 27-5 | 16.8 | 2.7 | 3.3 | 2.6 | 8.2 | 2.0 | 3.5 | 8.1 | .7 | - | 1.7 | .2 | .6 | .1 |
| | | 1.6% | 2.3% | .6% | .7% | 11.0% | .8% | 1.1% | 4.1% | .6% | | 2.9% | .8% | 3.2% | .7% |
| | | 100.0% | 16.1% | 19.9% | 15.2% | 48.9% | 11.7% | 21.0% | 48.4% | 4.0% | | 10.2% | 1.0% | 3.4% | .4% |
| DID NOT STAY OVER | 27-9 | 317.5 | 50.1 | 182.1 | 74.0 | 11.4 | 125.6 | 70.0 | 43.1 | 32.4 | 17.2 | 11.3 | 5.2 | 7.2 | 4.4 |
| | | 29.7% | 43.5% | 34.9% | 20.8% | 15.2% | 53.1% | 21.9% | 21.8% | 31.3% | 18.1% | 18.3% | 25.2% | 40.5% | 38.9% |
| | | 100.0% | 15.8% | 57.3% | 23.3% | 3.6% | 39.5% | 22.0% | 13.6% | 10.2% | 5.4% | 3.6% | 1.6% | 2.3% | 1.4% |
| OTHER | 27-0 | 23.4 | .1 | 13.4 | 5.8 | 4.1 | 7.1 | 13.5 | .1 | - | - | 2.7 | - | - | - |
| | | 2.2% | .1% | 2.6% | 1.6% | 5.5% | 3.0% | 4.2% | * | | | 4.4% | | | |
| | | 100.0% | .4% | 57.4% | 24.6% | 17.5% | 30.2% | 57.8% | .4% | | | 11.6% | | | |
| DON'T KNOW | 27-X | .1 | - | .1 | - | - | .1 | - | - | - | - | - | - | - | - |
| | | * | | * | | | * | | | | | | | | |
| | | 100.0% | | 100.0% | | | 100.0% | | | | | | | | |
| NOT STATED | 27-R | .3 | - | .3 | - | - | - | - | .3 | - | - | - | - | - | - |
| | | * | | .1% | | | | | .2% | | | | | | |
| | | 100.0% | | 100.0% | | | | | 100.0% | | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 115.3 | 521.0 | 355.4 | 74.8 | 236.6 | 320.0 | 197.9 | 103.8 | 95.1 | 62.0 | 20.8 | 17.7 | 11.3 |
| | | 100.5% | 100.2% | 100.2% | 100.3% | 102.4% | 100.7% | 100.5% | 100.2% | 100.3% | 100.1% | 100.6% | 101.9% | 100.3% | 101.0% |
| | | 100.0% | 10.3% | 48.8% | 33.3% | 7.0% | 22.2% | 30.0% | 18.5% | 9.7% | 8.9% | 5.8% | 1.9% | 1.7% | 1.1% |

ACCOMMODATION ON LAST TRIP

QUESTION 3M

| | | SKIER PROFILE | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | LAST TRIP TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3<br>14.5%<br>100.0% | 115.5<br>13.1%<br>74.8% | 20.3<br>9.0%<br>13.2% | 39.2<br>15.0%<br>25.4% | 22.6<br>15.1%<br>14.7% | 7.1<br>8.3%<br>4.6% | 19.3<br>24.3%<br>12.5% | 6.9<br>8.3%<br>4.5% | 95.3<br>14.0%<br>61.8% | 59.0<br>15.2%<br>38.2% | 24.5<br>12.7%<br>15.9% | 47.1<br>17.3%<br>30.5% | 20.6<br>16.4%<br>13.3% | 48.3<br>15.6%<br>31.3% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2<br>46.4%<br>100.0% | 364.0<br>41.2%<br>73.5% | 59.1<br>26.0%<br>11.9% | 131.6<br>50.4%<br>26.6% | 68.9<br>45.9%<br>13.9% | 30.5<br>37.7%<br>6.2% | 34.0<br>42.9%<br>6.9% | 39.8<br>48.1%<br>8.0% | 323.4<br>48.3%<br>66.3% | 166.8<br>43.0%<br>33.7% | 123.4<br>63.6%<br>24.9% | 148.3<br>54.4%<br>30.0% | 59.8<br>47.6%<br>12.1% | 96.2<br>30.9%<br>19.4% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9<br>1.5%<br>100.0% | 6.3<br>.7%<br>39.5% | .6<br>.3%<br>3.9% | - | .9<br>.6%<br>5.7% | 3.8<br>4.7%<br>24.1% | - | .9<br>1.1%<br>5.9% | 3.7<br>1.3%<br>54.5% | 7.2<br>1.9%<br>45.5% | 3.4<br>1.8%<br>21.4% | 4.0<br>1.5%<br>25.1% | 1.2<br>.9%<br>7.3% | 3.5<br>1.1%<br>22.2% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1<br>4.6%<br>100.0% | 43.2<br>4.9%<br>87.9% | 12.9<br>5.7%<br>26.3% | 4.6<br>1.8%<br>9.3% | 6.9<br>4.6%<br>14.1% | 6.6<br>8.1%<br>13.4% | 9.0<br>11.4%<br>18.4% | 3.1<br>3.7%<br>6.4% | 16.7<br>2.5%<br>34.0% | 32.4<br>8.4%<br>66.0% | 2.4<br>1.2%<br>4.9% | 14.1<br>5.2%<br>28.8% | 1.5<br>1.2%<br>3.0% | 14.2<br>4.6%<br>28.9% |
| AT A CAMPSITE | 27-5 | 16.8<br>1.6%<br>100.0% | 15.8<br>1.8%<br>93.9% | 1.9<br>.8%<br>11.1% | 3.4<br>1.3%<br>20.3% | 8.1<br>5.4%<br>48.4% | .7<br>.9%<br>4.0% | - | 1.7<br>2.1%<br>10.2% | 12.0<br>1.8%<br>71.3% | 4.8<br>1.2%<br>28.7% | .1<br>.1%<br>.8% | 4.3<br>1.6%<br>25.3% | .9<br>.7%<br>5.4% | 2.0<br>.6%<br>11.7% |
| DID NOT STAY OVER | 27-9 | 317.5<br>29.7%<br>100.0% | 315.1<br>35.7%<br>99.2% | 125.3<br>55.2%<br>39.5% | 69.2<br>26.5%<br>21.8% | 42.7<br>28.4%<br>13.4% | 32.1<br>39.8%<br>10.1% | 17.0<br>21.5%<br>5.4% | 27.6<br>33.4%<br>8.7% | 201.2<br>29.6%<br>63.4% | 116.4<br>30.0%<br>36.6% | 38.3<br>19.8%<br>12.1% | 56.1<br>20.6%<br>17.7% | 37.9<br>30.1%<br>11.9% | 137.0<br>44.1%<br>43.1% |
| OTHER | 27-0 | 23.4<br>2.2%<br>100.0% | 22.9<br>2.6%<br>97.9% | 7.1<br>3.1%<br>30.2% | 13.1<br>5.0%<br>56.2% | - | - | - | 2.7<br>3.2%<br>11.5% | 19.8<br>2.9%<br>84.8% | 3.5<br>.9%<br>15.2% | 2.7<br>1.4%<br>11.5% | *<br>*<br>.1% | 4.1<br>3.3%<br>17.5% | 11.6<br>3.7%<br>49.8% |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | - | - | - | - | - | - | - | - | .1<br>*<br>100.0% | - | - | - | .1<br>*<br>100.0% |
| NOT STATED | 27-R | .3<br>*<br>100.0% | - | - | - | - | - | - | - | .3<br>*<br>100.0% | - | - | - | .3<br>.3%<br>100.0% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>100.5%<br>100.0% | 882.7<br>100.0%<br>82.7% | 227.2<br>100.1%<br>21.3% | 261.1<br>100.0%<br>24.5% | 150.2<br>100.0%<br>14.1% | 80.8<br>99.9%<br>7.6% | 79.4<br>100.1%<br>7.4% | 82.8<br>100.0%<br>7.8% | 679.4<br>100.4%<br>63.6% | 388.1<br>100.6%<br>36.4% | 194.0<br>100.6%<br>18.2% | 272.7<br>100.6%<br>25.5% | 125.7<br>100.5%<br>11.8% | 310.9<br>100.6%<br>29.1% |

ACCOMMODATION ON LAST TRIP QUESTION 3M

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | LAST TRIP TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| AT THE HOME OF FRIENDS OR RELATIVES | 27-1 | 154.3<br>14.5%<br>100.0% | 27.0<br>22.9%<br>17.5% | 51.5<br>18.8%<br>33.4% | 8.8<br>7.3%<br>5.7% | 37.7<br>14.4%<br>24.4% | 10.8<br>6.3%<br>7.0% | 6.5<br>12.8%<br>4.2% | 4.8<br>25.3%<br>3.1% | .3<br>8.0%<br>.2% | .7<br>15.0%<br>.5% |
| AT A HOTEL, MOTEL OR LODGE | 27-2 | 495.2<br>46.4%<br>100.0% | 60.9<br>51.7%<br>12.3% | 139.9<br>51.0%<br>28.3% | 69.5<br>57.3%<br>14.0% | 82.6<br>31.4%<br>16.7% | 88.3<br>51.7%<br>17.8% | 27.9<br>54.8%<br>5.6% | 7.4<br>38.7%<br>1.5% | 1.4<br>39.8%<br>.3% | 2.0<br>40.6%<br>.4% |
| AT A GUEST HOUSE OR HOSTEL | 27-3 | 15.9<br>1.5%<br>100.0% | 4.5<br>3.9%<br>28.6% | 1.0<br>.4%<br>6.5% | 2.4<br>2.0%<br>15.4% | 2.3<br>.9%<br>14.6% | 4.1<br>2.4%<br>25.7% | .1<br>.2%<br>.5% | - | .1<br>4.2%<br>.9% | .4<br>9.3%<br>2.8% |
| AT YOUR OWN COTTAGE OR CONDOMINIUM | 27-4 | 49.1<br>4.6%<br>100.0% | .1<br>.1%<br>.2% | 11.0<br>4.0%<br>22.3% | 6.6<br>5.4%<br>13.4% | 26.1<br>9.9%<br>53.0% | 1.2<br>.7%<br>2.5% | 1.9<br>3.7%<br>3.8% | - | - | - |
| AT A CAMPSITE | 27-5 | 16.8<br>1.6%<br>100.0% | - | 9.9<br>3.6%<br>59.1% | 1.5<br>1.2%<br>8.8% | 1.9<br>.7%<br>11.1% | 2.7<br>1.6%<br>16.1% | .1<br>.1%<br>.4% | .2<br>.8%<br>.9% | .2<br>4.8%<br>1.0% | .4<br>8.8%<br>2.5% |
| DID NOT STAY OVER | 27-9 | 317.5<br>29.7%<br>100.0% | 25.9<br>22.0%<br>8.1% | 55.8<br>20.3%<br>17.6% | 32.7<br>27.0%<br>10.3% | 100.7<br>38.4%<br>31.7% | 65.0<br>38.1%<br>20.5% | 14.3<br>28.2%<br>4.5% | 6.7<br>35.5%<br>2.1% | 1.5<br>43.6%<br>.5% | 1.4<br>29.6%<br>.5% |
| OTHER | 27-0 | 23.4<br>2.2%<br>100.0% | *<br>*<br>.1% | 6.6<br>2.4%<br>28.1% | - | 11.9<br>4.5%<br>50.8% | .2<br>.1%<br>1.1% | .2<br>.4%<br>.9% | - | - | - |
| DON'T KNOW | 27-X | .1<br>*<br>100.0% | - | - | - | - | .1<br>*<br>100.0% | - | - | - | - |
| NOT STATED | 27-R | .3<br>*<br>100.0% | .3<br>.3%<br>100.0% | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>100.5%<br>100.0% | 117.7<br>100.9%<br>11.0% | 274.6<br>100.5%<br>25.7% | 121.3<br>100.2%<br>11.4% | 262.6<br>100.2%<br>24.6% | 170.7<br>100.9%<br>16.0% | 50.8<br>100.2%<br>4.8% | 19.0<br>100.3%<br>1.8% | 3.5<br>100.4%<br>.3% | 4.9<br>103.5%<br>.5% |

HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP QUESTION 4A

| | | SKIER ORIGIN | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | RESIDENTS | | | | | | | |
| | | ALBERTA | | | | | | | |
| | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& DMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| 01 | 653.3 | 546.2 | 222.5 | 202.9 | 218.4 | 167.8 | 50.6 | 79.9 | 25.4 |
| | 61.2% | 61.9% | 64.1% | 64.5% | 62.7% | 62.2% | 64.6% | 60.7% | 45.7% |
| | 100.0% | 83.6% | 34.1% | 31.1% | 33.4% | 25.7% | 7.7% | 12.2% | 3.9% |
| 02 | 235.2 | 195.3 | 72.1 | 64.2 | 84.7 | 60.7 | 24.0 | 23.9 | 14.5 |
| | 22.0% | 22.1% | 20.9% | 20.4% | 24.3% | 22.5% | 30.7% | 18.2% | 26.1% |
| | 100.0% | 83.0% | 30.7% | 27.3% | 36.0% | 25.8% | 10.2% | 10.2% | 6.2% |
| 03 | 84.1 | 65.2 | 26.3 | 23.2 | 18.0 | 15.5 | 2.5 | 11.4 | 9.6 |
| | 7.9% | 7.4% | 7.6% | 7.4% | 5.2% | 5.7% | 3.2% | 8.6% | 17.2% |
| | 100.0% | 77.5% | 31.2% | 27.5% | 21.4% | 18.4% | 3.0% | 13.5% | 11.4% |
| 04 | 66.7 | 55.6 | 20.4 | 20.4 | 18.7 | 18.1 | .5 | 12.6 | 3.9 |
| | 6.2% | 6.3% | 5.9% | 6.5% | 5.4% | 6.7% | .9% | 9.6% | 7.0% |
| | 100.0% | 83.4% | 30.6% | 30.6% | 28.0% | 27.1% | .9% | 19.0% | 5.8% |
| 05 | 21.3 | 16.9 | 5.3 | 3.4 | 7.7 | 7.7 | - | 3.8 | - |
| | 2.0% | 1.9% | 1.5% | 1.1% | 2.2% | 2.9% | | 2.9% | |
| | 100.0% | 79.4% | 25.0% | 16.1% | 36.4% | 36.4% | | 18.0% | |
| 06 | 5.4 | 3.4 | .6 | .6 | .6 | - | .6 | - | 2.2 |
| | .5% | .4% | .2% | .2% | .2% | | .8% | | 3.9% |
| | 100.0% | 63.5% | 11.8% | 11.8% | 11.2% | | 11.2% | | 40.4% |
| 07 | .5 | - | - | - | - | - | - | - | - |
| | * | | | | | | | | |
| | 100.0% | | | | | | | | |
| 08 | .1 | - | - | - | - | - | - | - | - |
| | * | | | | | | | | |
| | 100.0% | | | | | | | | |
| 09 | .3 | - | - | - | - | - | - | - | - |
| | * | | | | | | | | |
| | 100.0% | | | | | | | | |
| 14 | * | - | - | - | - | - | - | - | - |
| | * | | | | | | | | |
| | 100.0% | | | | | | | | |
| NOT STATED | .5 | - | - | - | - | - | - | - | - |
| | .1% | | | | | | | | |
| | 100.0% | | | | | | | | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | 1067.5 | 882.7 | 347.3 | 314.7 | 348.1 | 269.8 | 78.3 | 131.7 | 55.5 |
| | 99.9% | 100.0% | 100.1% | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% |
| | 100.0% | 82.7% | 32.5% | 29.5% | 32.6% | 25.3% | 7.3% | 12.3% | 5.2% |

HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP QUESTION 4A

SKIER ORIGIN ON LAST TRIP(CONT'D)

| | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | LAST TRIP TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| 01 | 653.3 | 107.1 | 71.5 | 15.1 | 11.6 | 10.7 | 25.7 | 6.5 | 1.8 | 21.4 | 5.4 | 4.0 | 12.0 | 14.3 |
| | 61.2% | 58.0% | 56.9% | 73.4% | 44.0% | 60.3% | 58.6% | 54.1% | 35.4% | 54.2% | 67.6% | 40.8% | 55.3% | 72.3% |
| | 100.0% | 16.4% | 10.9% | 2.3% | 1.8% | 1.6% | 3.9% | 1.0% | .3% | 3.3% | .8% | .6% | 1.8% | 2.2% |
| 02 | 235.2 | 39.9 | 27.0 | 2.3 | 6.6 | 2.5 | 12.0 | 1.8 | 1.9 | 10.1 | 2.3 | 3.6 | 4.2 | 2.7 |
| | 22.0% | 21.6% | 21.5% | 11.1% | 24.9% | 14.2% | 27.3% | 14.5% | 38.6% | 25.7% | 29.1% | 37.3% | 19.3% | 13.9% |
| | 100.0% | 17.0% | 11.5% | 1.0% | 2.8% | 1.1% | 5.1% | .7% | .8% | 4.3% | 1.0% | 1.5% | 1.8% | 1.2% |
| 03 | 84.1 | 18.9 | 13.4 | 1.7 | 3.0 | 2.1 | 3.3 | 2.0 | 1.3 | 4.1 | .2 | 1.1 | 2.8 | 1.4 |
| | 7.9% | 10.2% | 10.7% | 8.3% | 11.4% | 11.7% | 7.6% | 16.6% | 26.0% | 10.4% | 2.0% | 11.2% | 13.1% | 7.1% |
| | 100.0% | 22.5% | 16.0% | 2.0% | 3.6% | 2.4% | 4.0% | 2.4% | 1.6% | 4.9% | .2% | 1.3% | 3.4% | 1.7% |
| 04 | 66.7 | 11.1 | 7.8 | .7 | 2.2 | 1.6 | 1.8 | 1.5 | - | 3.0 | * | 1.0 | 2.0 | .2 |
| | 6.2% | 6.0% | 6.2% | 3.6% | 8.5% | 9.1% | 4.0% | 12.1% | | 7.7% | .4% | 9.8% | 9.4% | 1.1% |
| | 100.0% | 16.6% | 11.7% | 1.1% | 3.4% | 2.4% | 2.7% | 2.2% | | 4.5% | .1% | 1.4% | 3.1% | .3% |
| 05 | 21.3 | 4.4 | 3.0 | .1 | 1.3 | .3 | 1.1 | .3 | - | .4 | .1 | * | .3 | 1.0 |
| | 2.0% | 2.4% | 2.4% | .6% | 4.7% | 1.5% | 2.4% | 2.6% | | 1.1% | .9% | .1% | 1.6% | 4.8% |
| | 100.0% | 20.6% | 14.2% | .6% | 5.9% | 1.2% | 5.0% | 1.5% | | 2.0% | .3% | * | 1.6% | 4.5% |
| 06 | 5.4 | 2.0 | 1.8 | .5 | .9 | .5 | - | * | - | - | - | - | - | .1 |
| | .5% | 1.1% | 1.5% | 2.5% | 3.2% | 2.7% | | .1% | | | | | | .7% |
| | 100.0% | 36.5% | 34.1% | 9.4% | 15.7% | 9.8% | | .2% | | | | | | 2.4% |
| 07 | .5 | .5 | .4 | * | .4 | * | - | - | - | .1 | - | .1 | * | - |
| | * | .2% | .3% | * | 1.6% | * | | | | .2% | | .9% | * | |
| | 100.0% | 100.0% | 80.4% | 2.0% | 77.8% | .7% | | | | 19.6% | | 18.0% | 1.5% | |
| 08 | .1 | .1 | .1 | * | .1 | - | - | - | - | - | - | - | - | - |
| | * | .1% | .1% | .1% | .3% | | | | | | | | | |
| | 100.0% | 100.0% | 100.0% | 12.6% | 87.4% | | | | | | | | | |
| 09 | .3 | .3 | .3 | .1 | .2 | - | - | - | - | - | - | - | - | - |
| | * | .1% | .2% | .5% | .7% | | | | | | | | | |
| | 100.0% | 100.0% | 100.0% | 35.3% | 64.7% | | | | | | | | | |
| 14 | * | * | - | - | - | - | - | - | - | - | - | - | - | * |
| | * | * | | | | | | | | | | | | .1% |
| | 100.0% | 100.0% | | | | | | | | | | | | 100.0% |
| NOT STATED | .5 | .5 | .2 | - | .2 | - | - | - | - | .3 | - | - | .3 | * |
| | .1% | .3% | .2% | | .9% | | | | | .7% | | | 1.3% | * |
| | 100.0% | 100.0% | 45.8% | | 45.8% | | | | | 53.7% | | | 53.7% | .6% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | 1067.5 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% |
| | 100.0% | 17.3% | 11.8% | 1.9% | 2.5% | 1.7% | 4.1% | 1.1% | .5% | 3.7% | .8% | .9% | 2.0% | 1.8% |

```
                       HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                    QUESTION 4A
                                  #=========================ALBERTA DESTINATIONS ON LAST TRIP===========================#
                                  +-TOTAL ALBERTA--++----------------------ROCKY MOUNTAIN SKIING------------------------+
                                                  *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**...LAKE LOUISE..*
                             LAST
                             TRIP  TOTAL RESI- NON-   TOTAL RESI- NON-        RESI- NON-         RESI- NON-         RESI- NON-
                             TOTAL  ALTA DENT  RES.    RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL  DENT  RES.  TOTAL DENT  RES.

01                           653.3 482.9 375.8 107.1 374.2 267.1 107.1 285.4 185.8  99.6 153.2 104.6  48.6 101.2  52.5  48.7
                             61.2% 62.2% 63.5% 58.0% 61.3% 62.7% 58.0% 60.6% 61.7% 58.8% 60.7% 64.2% 54.3% 62.5% 60.7% 64.6%
                            100.0% 73.9% 57.5% 16.4% 57.3% 40.9% 16.4% 43.7% 28.4% 15.2% 23.5% 16.0%  7.4% 15.5%  8.0%  7.5%

02                           235.2 161.2 121.3  39.9 128.0  88.1  39.9  97.5  62.4  35.2  49.6  31.8  17.0  36.3  20.2  16.2
                             22.0% 20.8% 20.5% 21.6% 21.0% 20.7% 21.6% 20.7% 20.7% 20.7% 19.6% 19.5% 19.9% 22.4% 23.3% 21.4%
                            100.0% 68.5% 51.5% 17.0% 54.4% 37.4% 17.0% 41.5% 26.5% 14.9% 21.1% 13.5%  7.6% 15.4%  8.6%  6.9%

03                            84.1  65.6  46.6  18.9  49.1  30.2  18.9  46.2  29.7  17.5  23.8  11.6  12.1  14.4   9.4   5.0
                              7.9%  8.4%  7.9% 10.2%  8.0%  7.1% 10.2%  9.8%  9.5% 10.3%  9.4%  7.1% 13.6%  8.9% 10.9%  6.6%
                            100.0% 77.9% 55.4% 22.5% 58.4% 35.9% 22.5% 54.9% 34.1% 20.8% 28.3% 13.8% 14.4% 17.1% 11.2%  5.9%

04                            66.7  47.8  36.7  11.1  43.2  32.1  11.1  29.1  18.8  10.3  18.1  12.1   6.0   7.8   3.9   3.9
                              6.2%  6.1%  6.2%  6.0%  7.1%  7.5%  6.0%  6.2%  6.2%  6.1%  7.1%  7.4%  6.7%  4.8%  4.5%  5.2%
                            100.0% 71.6% 55.0% 16.6% 64.8% 48.2% 16.6% 43.7% 28.2% 15.5% 27.1% 18.1%  9.0% 11.7%  5.9%  5.8%

05                            21.3  13.7   9.4   4.4  10.5   6.1   4.4   7.4   3.4   4.0   6.0   3.0   3.1   1.2    .5    .8
                              2.0%  1.8%  1.6%  2.4%  1.7%  1.4%  2.4%  1.6%  1.1%  2.3%  2.4%  1.8%  3.4%   .7%   .5%  1.0%
                            100.0% 64.6% 44.0% 20.6% 49.3% 28.6% 20.6% 34.8% 16.1% 18.7% 28.4% 13.9% 14.5%  5.6%  2.2%  3.6%

06                             5.4   4.2   2.2   2.0   4.2   2.2   2.0   4.0   2.2   1.8   1.3     -   1.3    .5     -    .5
                               .5%   .5%   .4%  1.1%   .7%   .5%  1.1%   .9%   .7%  1.1%   .5%        1.4%   .3%         .7%
                            100.0% 77.0% 40.4% 36.5% 77.0% 40.4% 36.5% 74.3% 40.4% 33.9% 23.3%       23.3%  9.3%        9.8%

07                              .5    .5     -    .5    .5     -    .5    .2     -    .2    .2     -    .2     -     -     -
                                 *   .1%         .2%   .1%         .2%     *         .1%   .1%         .2%
                            100.0%100.0%      100.0%100.0%      100.0% 42.2%       42.2% 37.3%       37.3%

08                              .1    .1     -    .1    .1     -    .1     *     -     *     -     -     -     -     -     -
                                 *     *         .1%     *         .1%     *           *
                            100.0%100.0%      100.0%100.0%      100.0% 12.6%       12.6%

09                              .3    .3     -    .3    .3     -    .3    .3     -    .3    .2     -    .2    .1     -    .1
                                 *     *         .1%     *         .1%   .1%         .2%   .1%         .2%   .1%         .1%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 64.7%       64.7% 35.3%       35.3%

14                               *     *     -     *     *     -     *     *     -     *     -     -     -     -     -     -
                                 *     *           *     *           *     *           *
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%

NOT STATED                      .5    .5     -    .5    .5     -    .5    .5     -    .5    .2     -    .2    .3     -    .3
                               .1%   .1%         .3%   .1%         .3%   .1%         .3%   .1%         .3%   .2%         .4%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 45.8%       45.8% 53.7%       53.7%

BASE: SKI DAYS (000'S)      1067.5 776.6 591.9 184.8 610.6 425.8 184.8 470.7 301.2 169.5 252.6 163.1  89.5 161.8  86.4  75.4
      ON LAST TRIP           99.9%100.0%100.1%100.0%100.0% 99.9%100.0%100.0% 99.9% 99.9%100.0%100.0%100.0%100.0% 99.9%100.0%
                            100.0% 72.8% 55.4% 17.3% 57.2% 39.9% 17.3% 44.1% 28.2% 15.9% 23.7% 15.3%  8.4% 15.2%  8.1%  7.1%
```

HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP QUESTION 4A

|  | | ALBERTA DESTINATIONS ON LAST TRIP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
|  | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
|  | LAST TRIP TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| 01 | 653.3 | 482.9 | 375.8 | 107.1 | 374.2 | 267.1 | 107.1 | 13.5 | 11.2 | 2.3 | 65.9 | 58.4 | 7.5 | 23.0 |
|  | 61.2% | 62.2% | 63.5% | 58.0% | 61.3% | 62.7% | 58.0% | 62.0% | 65.0% | 50.7% | 62.5% | 64.8% | 48.9% | 66.6% |
|  | 100.0% | 73.9% | 57.5% | 16.4% | 57.3% | 40.9% | 16.4% | 2.1% | 1.7% | .4% | 10.1% | 8.9% | 1.1% | 3.5% |
| 02 | 235.2 | 161.2 | 121.3 | 39.9 | 128.0 | 88.1 | 39.9 | 2.8 | 1.7 | 1.2 | 21.9 | 17.2 | 4.7 | 8.5 |
|  | 22.0% | 20.8% | 20.5% | 21.6% | 21.0% | 20.7% | 21.6% | 13.1% | 9.7% | 25.7% | 20.8% | 19.0% | 31.1% | 24.8% |
|  | 100.0% | 68.5% | 51.5% | 17.0% | 54.4% | 37.4% | 17.0% | 1.2% | .7% | .5% | 9.3% | 7.3% | 2.0% | 3.6% |
| 03 | 84.1 | 65.6 | 46.6 | 18.9 | 49.1 | 30.2 | 18.9 | 2.6 | 2.2 | .4 | 2.9 | 1.5 | 1.4 | - |
|  | 7.9% | 8.4% | 7.9% | 10.2% | 8.0% | 7.1% | 10.2% | 11.8% | 12.5% | 8.9% | 2.8% | 1.7% | 9.2% |  |
|  | 100.0% | 77.9% | 55.4% | 22.5% | 58.4% | 35.9% | 22.5% | 3.0% | 2.6% | .5% | 3.5% | 1.8% | 1.7% |  |
| 04 | 66.7 | 47.8 | 36.7 | 11.1 | 43.2 | 32.1 | 11.1 | .4 | - | .4 | 11.1 | 10.4 | .8 | 3.0 |
|  | 6.2% | 6.1% | 6.2% | 6.0% | 7.1% | 7.5% | 6.0% | 2.0% |  | 9.6% | 10.6% | 11.5% | 5.0% | 8.6% |
|  | 100.0% | 71.6% | 55.0% | 16.6% | 64.8% | 48.2% | 16.6% | .7% |  | .7% | 16.7% | 15.6% | 1.1% | 4.4% |
| 05 | 21.3 | 13.7 | 9.4 | 4.4 | 10.5 | 6.1 | 4.4 | .1 | - | .1 | 3.1 | 2.7 | .4 | - |
|  | 2.0% | 1.8% | 1.6% | 2.4% | 1.7% | 1.4% | 2.4% | .6% |  | 3.0% | 2.9% | 3.0% | 2.7% |  |
|  | 100.0% | 64.6% | 44.0% | 20.6% | 49.3% | 28.6% | 20.6% | .6% |  | .6% | 14.5% | 12.5% | 1.9% |  |
| 06 | 5.4 | 4.2 | 2.2 | 2.0 | 4.2 | 2.2 | 2.0 | 2.2 | 2.2 | * | .1 | - | .1 | - |
|  | .5% | .5% | .4% | 1.1% | .7% | .5% | 1.1% | 10.2% | 12.7% | .8% | .1% |  | .9% |  |
|  | 100.0% | 77.0% | 40.4% | 36.5% | 77.0% | 40.4% | 36.5% | 41.2% | 40.4% | .7% | 2.6% |  | 2.6% |  |
| 07 | .5 | .5 | - | .5 | .5 | - | .5 | * | - | * | .3 | - | .3 | - |
|  | * | .1% |  | .2% | .1% |  | .2% | .1% |  | .5% | .3% |  | 1.7% |  |
|  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% | 4.9% |  | 4.9% | 57.8% |  | 57.8% |  |
| 08 | .1 | .1 | - | .1 | .1 | - | .1 | * | - | * | .1 | - | .1 | - |
|  | * | * |  | .1% | * |  | .1% | .1% |  | .3% | .1% |  | .6% |  |
|  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% | 12.6% |  | 12.6% | 87.4% |  | 87.4% |  |
| 09 | .3 | .3 | - | .3 | .3 | - | .3 | - | - | - | - | - | - | - |
|  | * | * |  | .1% | * |  | .1% |  |  |  |  |  |  |  |
|  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% |  |  |  |  |  |  |  |
| 14 | * | * | - | * | * | - | * | * | - | * | - | - | - | - |
|  | * | * |  | * | * |  | * | .1% |  | .4% |  |  |  |  |
|  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% |  |  |  |  |
| NOT STATED | .5 | .5 | - | .5 | .5 | - | .5 | * | - | * | - | - | - | - |
|  | .1% | .1% |  | .3% | .1% |  | .3% | * |  | .1% |  |  |  |  |
|  | 100.0% | 100.0% |  | 100.0% | 100.0% |  | 100.0% | .6% |  | .6% |  |  |  |  |
| BASE: SKI DAYS (000'S) ON LAST TRIP | 1067.5 | 776.6 | 591.9 | 184.8 | 610.6 | 425.8 | 184.8 | 21.8 | 17.2 | 4.6 | 105.4 | 90.1 | 15.3 | 34.5 |
|  | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% | 100.1% | 100.0% |
|  | 100.0% | 72.8% | 55.4% | 17.3% | 57.2% | 39.9% | 17.3% | 2.0% | 1.6% | .4% | 9.9% | 8.4% | 1.4% | 3.2% |

```
                      HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                        QUESTION 4A
                                   #===ALBERTA DESTINATION ON LAST TRIP===#FLATLAND#==OUT-OF-PROV.DESTINATION(LAST TRIP)==#
                                   +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.-----+
                                                                              TOTAL
                              LAST                                            FLAT-                 EASTERN
                              TRIP    TOTAL   RESI-    NON-            RESI-  LAND    RESI-         KOOTE-
                             TOTAL     ALTA    DENT    RES.    TOTAL   DENT   RES.    DENT   TOTAL  NAYS      TOTAL MONTANA

 01                          653.3    482.9   375.8   107.1   374.2   267.1   108.6   170.4   124.4   75.2    43.1    35.8
                              61.2%    62.2%   63.5%   58.0%   61.3%   62.7%   65.4%   58.6%   66.2%  64.9%   45.0%   48.7%
                             100.0%    73.9%   57.5%   16.4%   57.3%   40.9%   16.6%   26.1%   19.0%  11.5%    6.6%    5.5%

 02                          235.2    161.2   121.3    33.9   128.0    83.1    33.2    74.1    44.4   29.2    25.3    14.3
                              22.0%    20.8%   20.5%   21.6%   21.0%   20.7%   20.0%   25.5%   23.6%  25.2%   26.4%   19.4%
                             100.0%    68.5%   51.5%   17.0%   54.4%   37.4%   14.1%   31.5%   18.9%  12.4%   10.8%    6.1%

 03                           84.1     65.5    46.6    18.9    49.1    30.2    16.4    19.6    14.7    7.2     3.9     3.9
                               7.9%     8.4%    7.9%   10.2%    8.0%    7.1%    9.9%    6.4%    7.8%   6.2%    4.0%    5.3%
                             100.0%    77.9%   55.4%   22.5%   58.4%   35.9%   19.5%   22.1%   17.5%   8.5%    4.6%    4.6%

 04                           66.7     47.8    36.7    11.1    43.2    32.1     4.5    18.9     1.2    1.2    17.7    17.7
                               6.2%     6.1%    6.2%    6.0%    7.1%    7.5%    2.7%    6.5%     .7%   1.1%   18.5%   24.1%
                             100.0%    71.6%   55.0%   16.6%   64.8%   48.2%    6.8%   28.4%    1.9%   1.9%   26.5%   26.5%

 05                           21.3     13.7     9.4     4.4    10.5     6.1     3.3     7.5     1.8    1.8     5.7     1.9
                               2.0%     1.8%    1.6%    2.4%    1.7%    1.4%    2.0%    2.6%    1.0%   1.6%    6.0%    2.6%
                             100.0%    64.6%   44.0%   20.6%   49.3%   28.6%   15.3%   35.4%    8.6%   8.6%   26.8%    8.8%

 06                            5.4      4.2     2.2     2.0     4.2     2.2      -      1.2     1.2    1.2      -       -
                                .5%      .5%     .4%    1.1%     .7%     .5%             .4%     .7%   1.1%
                             100.0%    77.0%   40.4%   36.5%   77.0%   40.4%           23.0%   23.0%  23.0%

 07                             .5       .5      -       .5      .5      -       -       -       -      -       -       -
                                *        .1%             .2%     .1%
                             100.0%   100.0%          100.0%  100.0%

 08                             .1       .1      -       .1      .1      -       -       -       -      -       -       -
                                *        *               .1%     *
                             100.0%   100.0%          100.0%  100.0%

 09                             .3       .3      -       .3      .3      -       -       -       -      -       -       -
                                *        *               .1%     *
                             100.0%   100.0%          100.0%  100.0%

 14                             *        *       -       *       *       -       -       -       -      -       -       -
                                *        *               *       *
                             100.0%   100.0%          100.0%  100.0%

 NOT STATED                     .5       .5      -       .5      .5      -       -       -       -      -       -       -
                                .1%      .1%             .3%     .1%
                             100.0%   100.0%          100.0%  100.0%

BASE: SKI DAYS (000'S)      1067.5    776.6   591.9   184.8   610.6   425.8   166.0   290.8   187.8  115.9    95.7    73.6
      ON LAST TRIP            99.9%   100.0%  100.1%  100.0%  100.0%   99.9%  100.0%  100.0%  100.0% 100.1%   99.9%  100.1%
                             100.0%    72.8%   55.4%   17.3%   57.2%   39.9%   15.6%   27.2%   17.6%  10.9%    9.0%    6.9%
```

HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP QUESTION 4A

| | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | LAST TRIP TOTAL | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| 01 | 653.3 | 18.0 | 111.4 | 164.6 | 226.7 | 132.6 | 216.2 | 122.7 | 93.5 | 432.5 | 271.0 | 161.5 |
| | 61.2% | 62.4% | 65.2% | 64.2% | 59.5% | 57.6% | 68.5% | 70.3% | 66.2% | 58.0% | 55.3% | 63.3% |
| | 100.0% | 2.8% | 17.1% | 25.2% | 34.7% | 20.3% | 33.1% | 18.8% | 14.3% | 66.2% | 41.5% | 24.7% |
| 02 | 235.2 | 7.9 | 27.8 | 64.3 | 84.9 | 50.3 | 67.9 | 37.9 | 30.0 | 166.8 | 100.3 | 66.5 |
| | 22.0% | 27.4% | 16.3% | 25.1% | 22.3% | 21.8% | 21.5% | 21.7% | 21.2% | 22.4% | 20.5% | 26.1% |
| | 100.0% | 3.4% | 11.8% | 27.3% | 36.1% | 21.4% | 28.9% | 16.1% | 12.8% | 70.9% | 42.6% | 28.3% |
| 03 | 84.1 | 1.4 | 12.4 | 13.8 | 31.9 | 18.6 | 17.9 | 8.5 | 9.3 | 66.2 | 52.8 | 13.4 |
| | 7.9% | 4.8% | 7.3% | 7.7% | 8.4% | 8.1% | 5.7% | 4.9% | 6.6% | 8.9% | 10.8% | 5.3% |
| | 100.0% | 1.6% | 14.8% | 23.5% | 38.0% | 22.1% | 21.2% | 10.2% | 11.1% | 78.8% | 62.8% | 16.0% |
| 04 | 66.7 | 1.6 | 13.2 | 4.4 | 29.3 | 18.3 | 10.1 | 4.8 | 5.3 | 56.6 | 51.6 | 5.0 |
| | 6.2% | 5.4% | 7.7% | 1.7% | 7.7% | 7.9% | 3.2% | 2.7% | 3.7% | 7.6% | 10.5% | 2.0% |
| | 100.0% | 2.3% | 19.3% | 6.5% | 44.0% | 27.4% | 15.1% | 7.2% | 7.9% | 84.9% | 77.4% | 7.5% |
| 05 | 21.3 | - | 3.9 | 2.9 | 7.2 | 7.3 | 2.5 | - | 2.5 | 17.4 | 11.5 | 5.8 |
| | 2.0% | | 2.3% | 1.1% | 1.9% | 3.2% | .8% | | 1.8% | 2.3% | 2.4% | 2.3% |
| | 100.0% | | 18.5% | 13.4% | 33.7% | 34.4% | 11.6% | | 11.5% | 81.6% | 54.3% | 27.3% |
| 06 | 5.4 | - | 1.9 | * | .7 | 2.8 | 1.3 | .6 | .6 | 4.1 | 1.8 | 2.4 |
| | .5% | | 1.1% | * | .2% | 1.2% | .4% | .4% | .4% | .6% | .4% | .9% |
| | 100.0% | | 34.9% | .2% | 12.6% | 52.3% | 23.4% | 11.9% | 11.4% | 76.6% | 32.9% | 43.7% |
| 07 | .5 | - | .2 | - | .1 | .2 | - | - | - | .5 | .4 | .1 |
| | * | | .1% | | * | .1% | | | | .1% | .1% | * |
| | 100.0% | | 42.2% | | 18.0% | 39.8% | | | | 100.0% | 82.0% | 18.0% |
| 08 | .1 | - | * | - | .1 | - | - | - | - | .1 | .1 | - |
| | * | | * | | * | | | | | * | * | |
| | 100.0% | | 12.6% | | 87.4% | | | | | 100.0% | 100.0% | |
| 09 | .3 | - | - | - | .3 | - | - | - | - | .3 | .2 | .1 |
| | * | | | | .1% | | | | | * | * | * |
| | 100.0% | | | | 100.0% | | | | | 100.0% | 64.7% | 35.3% |
| 14 | * | - | * | - | - | - | - | - | - | * | * | - |
| | * | | * | | | | | | | * | * | |
| | 100.0% | | 100.0% | | | | | | | 100.0% | 100.0% | |
| NOT STATED | .5 | - | * | .3 | - | .2 | - | - | - | .5 | .3 | .2 |
| | .1% | | * | .1% | | .1% | | | | .1% | .1% | .1% |
| | 100.0% | | .6% | 53.7% | | 45.8% | | | | 100.0% | 54.2% | 45.8% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | 99.9% | 100.0% | 100.0% | 99.9% | 100.1% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% |
| | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

```
                      HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                    QUESTION 4A

                      #================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)================================#
                              +----TRAVEL----++-----------MODE(S)------------++----ACCOMMODATION-----++-----SATISFACTION-----+
                                         INDE-                                HOTEL/                  *...(TRIP IN GENERAL)..*
                                          PEN-                               MOTEL/ PRIVATE           EXCEL-          FAIR/
                         TOTAL PACKAGE    DENT     CAR     AIR     BUS   TRAIN   LODGE    HOME   OTHER    LENT    GOOD    POOR

01                       482.9    87.5   395.3   344.6    74.0   104.2     5.6   194.5    77.1    22.7   182.6   244.2    55.3
                         62.2%   66.9%   61.2%   58.2%   59.1%   78.8%   60.1%   58.0%   63.1%   52.4%   57.8%   63.2%   75.6%
                        100.0%   18.1%   81.9%   71.4%   15.3%   21.6%    1.2%   40.3%   16.0%    4.7%   37.8%   50.6%   11.5%

02                       161.2    31.8   129.4   131.0    29.0    19.7     2.1    76.1    17.5     8.0    70.3    80.9     9.9
                         20.8%   24.3%   20.0%   22.1%   23.2%   14.9%   22.4%   22.7%   14.3%   18.4%   22.3%   20.9%   13.5%
                        100.0%   19.7%   80.3%   81.3%   18.0%   12.2%    1.3%   47.2%   10.8%    4.9%   43.6%   50.2%    6.2%

03                        65.6     5.7    59.8    54.7    11.4     6.3     1.1    30.4    15.5     4.0    27.5    33.0     4.2
                          8.4%    4.4%    9.3%    9.3%    9.1%    4.7%   11.3%    9.1%   12.7%    9.1%    8.7%    8.5%    5.7%
                        100.0%    8.7%   91.3%   83.5%   17.4%    9.6%    1.6%   46.4%   23.7%    6.0%   41.9%   50.3%    6.4%

04                        47.8     4.0    43.8    44.4     7.5     1.6      .2    22.8     8.8     6.5    26.9    17.2     3.7
                          6.1%    3.1%    6.8%    7.5%    6.0%    1.2%    2.4%    6.8%    7.2%   15.0%    8.5%    4.5%    5.0%
                        100.0%    8.4%   91.6%   92.9%   15.7%    3.4%     .5%   47.8%   18.4%   13.6%   56.3%   36.0%    7.7%

05                        13.7     1.2    12.5    11.9     2.6      .3      .3     8.1     3.2       -     7.1     6.6       *
                          1.8%    1.0%    1.9%    2.0%    2.1%     .2%    3.7%    2.4%    2.6%            2.3%    1.7%       *
                        100.0%    9.1%   90.9%   86.3%   19.2%    2.2%    2.5%   58.8%   23.2%           51.9%   48.1%       *

06                         4.2      .2     4.0     4.1      .1       -       *     2.0       *     2.2      .7     3.4      .1
                           .5%     .1%     .6%     .7%     .1%             .2%     .6%       *    5.1%     .2%     .9%     .1%
                        100.0%    4.0%   96.0%   99.6%    3.5%             .4%   47.0%     .4%   52.8%   15.9%   82.1%    2.0%

07                          .5       -      .5      .4      .1       -       -      .4       *       -      .3      .2       -
                           .1%              .1%     .1%     .1%                     .1%       *              .1%       *
                        100.0%          100.0%   96.5%   21.6%                   95.8%    4.2%           59.8%   40.2%

08                          .1       -      .1      .1       *       -       -      .1       *       -      .1       *       -
                             *               *       *       *                       *       *               *       *
                        100.0%          100.0%   87.4%   12.6%                   87.4%   12.6%           87.4%   12.6%

09                          .3       -      .3      .3      .1       -       -      .3       -       -      .2      .1       -
                             *               *       *     .1%                     .1%                     .1%       *
                        100.0%          100.0%  100.0%   35.3%                  100.0%                   64.7%   35.3%

14                           *       -       *       *       *       -       -       *       -       -       -       *       -
                             *               *       *       *                       *                               *
                        100.0%          100.0%  100.0%  100.0%                  100.0%                          100.0%

NOT STATED                  .5      .4      .1      .1      .3      .1       -      .5       -       -       -      .5       -
                           .1%     .3%       *       *     .2%     .1%             .2%                             .1%
                        100.0%   77.1%   22.9%   22.9%   54.2%   23.4%          100.0%                          100.0%

BASE: SKI DAYS (000'S)   776.6   130.9   645.8   591.7   125.2   132.2     9.3   335.2   122.1    43.3   315.6   386.2    73.2
      ON LAST TRIP      100.0%  100.1%   99.9%   99.9%  100.0%   99.9%  100.1%  100.0%   99.9%  100.0%  100.0%   99.8%  100.0%
                        100.0%   16.9%   83.1%   76.2%   16.1%   17.0%    1.2%   43.2%   15.7%    5.6%   40.6%   49.7%    9.4%
```

```
                         HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                    QUESTION 4A
                                #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)====================#
                                         +-------------PURPOSE--------------++-------EXPERIENCE------+
                                                                      SKI
                                                         SKI          AND
                                           SKI           AND       BUSINESS/      FIRST       REPEAT
                                 TOTAL   VACATION        VFR      CONVENTION      VISIT       VISIT

01                               107.1      67.1         20.7        20.3          51.5        55.6
                                  58.0%     54.6%        56.7%       81.0%         58.1%       57.9%
                                 100.0%     62.6%        19.3%       19.0%         48.1%       51.9%

02                                39.9      27.0          9.2         3.0          21.2        18.8
                                  21.6%     21.9%        25.3%       12.0%         23.8%       19.5%
                                 100.0%     67.6%        23.1%        7.5%         53.0%       47.0%

03                                18.9      13.5          4.0         1.0           8.3        10.7
                                  10.2%     11.0%        11.1%        3.9%          9.3%       11.1%
                                 100.0%     71.4%        21.4%        5.2%         43.7%       56.3%

04                                11.1       8.7          1.6          .6           4.5         6.6
                                   6.0%      7.1%         4.4%        2.4%          5.1%        6.9%
                                 100.0%     78.4%        14.5%        5.4%         40.5%       59.5%

05                                 4.4       3.8           .6          -            1.9         2.5
                                   2.4%      3.1%         1.7%                      2.1%        2.6%
                                 100.0%     85.7%        14.3%                     43.3%       56.7%

06                                 2.0       1.9           .1          -            1.0         1.0
                                   1.1%      1.6%          .2%                      1.1%        1.0%
                                 100.0%     97.2%         2.8%                     49.3%       50.7%

07                                  .5        .2           .1          .2            *           .4
                                    .2%       .1%          .3%         .7%           *           .4%
                                 100.0%     37.3%        22.9%       39.8%           .7%       81.3%

08                                  .1        .1           -           -             -           .1
                                    .1%       .1%                                                .1%
                                 100.0%     87.4%                                             100.0%

09                                  .3        .2           .1          -             -           .3
                                    .1%       .1%          .3%                                   .3%
                                 100.0%     64.7%        35.3%                                100.0%

14                                   *         *           -           -             *           -
                                     *         *                                     *
                                 100.0%    100.0%                                 100.0%

NOT STATED                          .5        .5           -           -             .4          .1
                                    .3%       .4%                                    .5%         .1%
                                 100.0%    100.0%                                  77.1%       22.9%

BASE: SKI DAYS (000'S)           184.8     122.9         36.4        25.1          88.7        96.0
      ON LAST TRIP               100.0%    100.0%       100.0%      100.0%        100.0%       99.9%
                                 100.0%     66.5%        19.7%       13.6%         48.0%       51.9%
```

```
                           HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                          QUESTION 4A

                                 #========================================SKIER PROFILE==========================================#
                                        +----------SKILL-----------++-----------------------------AGE------------------------------+
                                   LAST
                                   TRIP BEGIN- INTER-  AD-              12-17   18-24   25-29   30-34   35-39   40-44   45-49   50-54    55+
                                  TOTAL   NER MEDIATE VANCED EXPERT     YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS   YEARS

01                                653.3   63.9  306.9  234.1   47.3      170.5   245.0   114.0    48.4    35.9    23.8     6.3     2.8     5.1
                                  61.2%  55.4%  58.9%  65.9%  63.8%     72.1%   76.5%   57.6%   46.7%   37.8%   38.3%   30.3%   15.7%   45.0%
                                 100.0%   9.8%  47.0%  35.8%   7.3%     26.1%   37.5%   17.5%    7.4%    5.5%    3.6%    1.0%     .4%     .8%

02                                235.2   31.8  131.9   56.8   14.8       31.0    50.3    71.2    29.5    24.7     9.2     3.8    10.9     4.3
                                  22.0%  27.6%  25.3%  16.0%  19.7%     13.1%   15.7%   36.0%   28.4%   26.0%   14.9%   18.5%   61.5%   37.7%
                                 100.0%  13.5%  56.1%  24.2%   6.3%     13.2%   21.4%   30.3%   12.5%   10.5%    3.9%    1.6%    4.6%    1.8%

03                                 84.1    5.0   37.0   37.2    4.6       10.7    14.3     2.0    15.3    12.6    15.3     8.9     3.3     1.1
                                   7.9%   4.3%   7.1%  10.5%   6.2%      4.5%    4.5%    1.0%   14.8%   13.3%   24.6%   42.9%   18.8%   10.0%
                                 100.0%   6.0%  44.0%  44.2%   5.5%     12.8%   17.0%    2.4%   18.2%   15.0%   18.1%   10.6%    4.0%    1.3%

04                                 66.7    9.7   36.4   13.5    7.1       17.0     4.5     9.1     4.8    19.1    10.6     1.0      -       .6
                                   6.2%   8.4%   7.0%   3.8%   9.5%      7.2%    1.4%    4.6%    4.6%   20.1%   17.1%    4.7%            5.5%
                                 100.0%  14.5%  54.6%  20.3%  10.6%     25.4%    6.7%   13.6%    7.2%   28.7%   15.9%    1.5%             .9%

05                                 21.3    2.5    5.5   12.7     .6        6.0     3.0     1.2     5.1     2.7     2.4      .1      .5      .2
                                   2.0%   2.2%   1.1%   3.6%    .8%      2.5%     .9%     .6%    4.9%    2.3%    3.9%     .6%    2.9%    1.7%
                                 100.0%  11.7%  25.8%  59.6%   2.9%     28.3%   14.2%    5.8%   24.0%   12.5%   11.3%     .6%    2.4%     .9%

06                                  5.4    2.5    2.0     .9     -         1.3     2.6      .2      .1      -       .6      .6      -       *
                                    .5%   2.2%    .4%    .2%                .5%     .8%     .1%     .1%            1.0%    3.1%             .1%
                                 100.0%  46.2%  37.8%  16.0%             23.2%   48.4%    3.2%    1.7%           11.4%   11.3%             .2%

07                                   .5     *      .4     .1     -           *      .3       *      -       *       -       -       .2      -
                                     *      *     .1%     *                  *     .1%       *              *                      1.0%
                                 100.0%    .7%  78.7%  20.7%                .7%   57.8%     .7%            1.5%                   39.3%

08                                   .1     -      .1      *     -          -       .1      -       -       -       -       -        *      -
                                     *             *       *                         *                                               .1%
                                 100.0%          87.4%  12.6%                    87.4%                                            12.6%

09                                   .3     -      .3     -      -          -       -       -        .2     -        .1     -       -       -
                                     *            .1%                                                .2%             .2%
                                 100.0%         100.0%                                             64.7%           35.3%

14                                   *      -      -       *     -          -       -        *      -       -       -       -       -       -
                                     *                     *                                 *
                                 100.0%                100.0%                             100.0%

NOT STATED                           .5     -      .4     .1     -          .1      -       .1      .3      -       -       -       -       -
                                    .1%           .1%      *               .1%             .1%     .3%
                                 100.0%          77.1%  22.9%             22.9%           23.4%   53.7%

BASE: SKI DAYS (000'S)           1067.5  115.3  521.0  355.4   74.8     236.6   320.0   197.9   103.8    95.1    62.0    20.8    17.7    11.3
      ON LAST TRIP                99.9% 100.1% 100.1% 100.0% 100.0%    100.0%   99.9%  100.0%  100.0%  100.0%  100.0%  100.1%  100.0%  100.0%
                                 100.0%  10.8%  48.8%  33.3%   7.0%     22.2%   30.0%   18.5%    9.7%    8.9%    5.8%    1.9%    1.7%    1.1%
```

```
                        HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP                   QUESTION 4A

                            #======================================SKIER PROFILE========================================#
                                  +----------------RESIDENT AGE-----------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                              LAST
                              TRIP   TOTAL   12-17   18-24   25-29   30-34   35-39    40+
                             TOTAL   RES.    YEARS   YEARS   YEARS   YEARS   YEARS   YEARS    MALE FEMALE   UPPER MIDDLE LOWER STUDENT

 01                          653.3   546.2   167.7   203.0    82.5    36.5    27.4    28.3   450.5   202.8    95.9   153.0    89.8   231.0
                             61.2%   61.9%   73.8%   77.7%   54.9%   45.2%   34.5%   34.2%   66.3%   52.3%   49.5%   56.1%   71.4%   74.3%
                            100.0%   83.6%   25.7%   31.1%   12.6%    5.6%    4.2%    4.3%   69.0%   31.0%   14.7%   23.4%   13.7%   35.4%

 02                          235.2   195.3    29.1    41.2    59.7    23.7    21.0    20.2   122.5   112.8    59.2    75.4    22.4    39.3
                             22.0%   22.1%   12.8%   15.8%   39.7%   29.3%   26.5%   24.4%   18.0%   29.1%   30.5%   27.7%   17.8%   12.6%
                            100.0%   83.0%   12.4%   17.5%   25.4%   10.1%    8.9%    8.6%   52.1%   47.9%   25.2%   32.1%    9.5%   16.7%

 03                           84.1    65.2     8.9    10.2       -    12.7    11.1    22.2    54.8    29.3    24.8    27.9     6.0    11.0
                              7.9%    7.4%    3.9%    3.9%            15.8%   14.0%   26.8%    8.1%    7.5%   12.8%   10.2%    4.7%    3.5%
                            100.0%   77.5%   10.6%   12.1%            15.1%   13.2%   26.4%   65.2%   34.8%   29.5%   33.2%    7.1%   13.1%

 04                           66.7    55.6    15.0     1.8     8.1     4.0    17.2     9.5    36.1    30.6    11.2    11.0     7.0    18.9
                              6.2%    6.3%    6.6%     .7%    5.4%    5.0%   21.7%   11.5%    5.3%    7.9%    5.8%    4.0%    5.5%    6.1%
                            100.0%   83.4%   22.5%    2.8%   12.1%    6.0%   25.8%   14.3%   54.1%   45.9%   16.8%   16.4%   10.4%   28.4%

 05                           21.3    16.9     5.9     2.7       -     3.8     2.6     1.9    11.5     9.8     2.7     1.4      .6     8.8
                              2.0%    1.9%    2.6%    1.0%             4.7%    3.3%    2.3%    1.7%    2.5%    1.4%     .5%     .4%    2.8%
                            100.0%   79.4%   27.6%   12.5%            18.0%   12.4%    8.9%   54.0%   46.0%   12.5%    6.7%    2.6%   41.4%

 06                            5.4     3.4      .6     2.2       -       -       -      .6     2.6     2.9      .2     2.7       *     1.6
                               .5%     .4%     .3%     .8%                             .8%     .4%     .7%     .1%    1.0%       *      .5%
                            100.0%   63.5%   11.2%   40.4%                           11.8%   47.3%   52.7%    3.1%   50.7%     .1%   29.0%

 07                             .5       -       -       -       -       -       -       -      .4       *       -      .4       -       *
                                 *                                                             .1%       *              .2%               *
                            100.0%                                                           95.8%    4.2%           95.8%              .7%

 08                             .1       -       -       -       -       -       -       -      .1       -       *       -       -      .1
                                 *                                                               *               *                       *
                            100.0%                                                          100.0%           12.6%                   87.4%

 09                             .3       -       -       -       -       -       -       -      .3       -       -      .3       -       -
                                 *                                                               *                      .1%
                            100.0%                                                          100.0%          . . . 100.0%

 14                              *       -       -       -       -       -       -       -       *       -       -       *       -       -
                                 *                                                               *                       *
                            100.0%                                                          100.0%                  100.0%

 NOT STATED                     .5       -       -       -       -       -       -       -      .5       -       *      .4       -      .1
                               .1%                                                             .1%               *      .2%               *
                            100.0%                                                          100.0%             .6%   76.6%           22.9%

BASE: SKI DAYS (000'S)      1067.5   882.7   227.2   261.1   150.2    80.8    79.4    82.8   679.4   388.1   194.0   272.7   125.7   310.9
      ON LAST TRIP           99.9%  100.0%  100.0%   99.9%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.1%  100.0%   99.8%   99.9%
                            100.0%   82.7%   21.3%   24.5%   14.1%    7.6%    7.4%    7.8%   63.6%   36.4%   18.2%   25.5%   11.8%   29.1%
```

HOUSEHOLD PARTY SIZE, INCLUDING RESPONDENT, ON LAST TRIP QUESTION 4A

|  |  | SKIER PROFILE |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | LIFE STAGE |  |  |  |  |  |  |  |  |
|  | LAST TRIP TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| 01 | 653.3<br>61.2%<br>100.0% | 113.7<br>96.6%<br>17.4% | 142.9<br>52.0%<br>21.9% | 52.1<br>43.0%<br>8.0% | 135.4<br>51.6%<br>20.7% | 121.4<br>71.1%<br>18.6% | 39.6<br>77.9%<br>6.1% | 9.7<br>50.8%<br>1.5% | 1.8<br>50.8%<br>.3% | 4.3<br>88.9%<br>.7% |
| 02 | 235.2<br>22.0%<br>100.0% | - | 113.5<br>41.3%<br>48.2% | 44.0<br>36.3%<br>18.7% | 41.1<br>15.6%<br>17.5% | 16.0<br>9.4%<br>6.8% | 2.7<br>5.3%<br>1.1% | 9.1<br>48.1%<br>3.9% | 1.4<br>40.9%<br>.6% | - |
| 03 | 84.1<br>7.9%<br>100.0% | 2.1<br>1.8%<br>2.5% | 9.3<br>3.4%<br>11.0% | 20.8<br>17.2%<br>24.8% | 24.2<br>9.2%<br>28.8% | 19.0<br>11.2%<br>22.6% | 7.3<br>14.5%<br>8.7% | - | - | .5<br>11.1%<br>.6% |
| 04 | 66.7<br>6.2%<br>100.0% | .9<br>.8%<br>1.4% | 7.5<br>2.7%<br>11.3% | 3.0<br>2.5%<br>4.5% | 45.7<br>17.4%<br>68.6% | 7.5<br>4.4%<br>11.3% | .7<br>1.3%<br>1.0% | .2<br>1.0%<br>.3% | .3<br>9.0%<br>.4% | - |
| 05 | 21.3<br>2.0%<br>100.0% | .7<br>.6%<br>3.5% | .9<br>.3%<br>4.2% | .3<br>.3%<br>1.6% | 14.9<br>5.7%<br>70.1% | 3.4<br>2.0%<br>16.1% | .4<br>.8%<br>1.9% | - | - | - |
| 06 | 5.4<br>.5%<br>100.0% | - | .2<br>.1%<br>3.5% | .9<br>.7%<br>16.0% | 1.2<br>.4%<br>21.4% | 3.1<br>1.8%<br>56.6% | .1<br>.2%<br>2.1% | - | *<br>.3%<br>.2% | - |
| 07 | .5<br>*<br>100.0% | - | .3<br>.1%<br>57.8% | *<br>*<br>2.2% | - | .2<br>.1%<br>38.0% | - | - | - | - |
| 08 | .1<br>*<br>100.0% | - | - | - | - | - | *<br>*<br>12.6% | - | - | - |
| 09 | .3<br>*<br>100.0% | - | - | .2<br>.1%<br>64.7% | .1<br>*<br>35.3% | - | - | - | - | - |
| 14 | *<br>*<br>100.0% | - | - | - | *<br>*<br>100.0% | - | - | - | - | - |
| NOT STATED | .5<br>.1%<br>100.0% | .3<br>.2%<br>53.7% | .1<br>*<br>23.4% | - | - | .1<br>.1%<br>22.9% | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | 1067.5<br>99.9%<br>100.0% | 117.7<br>100.0%<br>11.0% | 274.6<br>99.9%<br>25.7% | 121.3<br>100.1%<br>11.4% | 262.6<br>99.9%<br>24.6% | 170.7<br>100.1%<br>16.0% | 50.8<br>100.0%<br>4.8% | 19.0<br>99.9%<br>1.8% | 3.5<br>100.0%<br>.3% | 4.9<br>100.0%<br>.5% |

MAIN PURPOSE OF VISIT QUESTION 28

#===============================SKIER ORIGIN (NON-RESIDENT)===============================#
*..................CANADA....................**......UNITED STATES.......**OTHER*

| | | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 80.9 | 13.2 | 22.3 | 12.7 | 24.6 | 7.2 | .9 | 30.4 | 6.4 | 7.2 | 16.7 | 11.7 |
| | | 66.5% | 64.4% | 64.5% | 84.4% | 71.8% | 56.1% | 59.5% | 16.9% | 76.9% | 80.2% | 74.4% | 76.8% | 59.2% |
| | | 100.0% | 65.8% | 10.8% | 18.1% | 10.3% | 20.0% | 5.6% | .7% | 24.7% | 5.2% | 5.9% | 13.6% | 9.5% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4 | 28.1 | 5.4 | 2.5 | 2.4 | 13.3 | 3.2 | 1.3 | 3.9 | .6 | 1.3 | 2.0 | 4.5 |
| | | 19.7% | 22.4% | 26.3% | 9.4% | 13.4% | 30.4% | 26.2% | 26.2% | 9.9% | 7.7% | 13.4% | 9.1% | 22.6% |
| | | 100.0% | 77.1% | 14.8% | 6.9% | 6.5% | 36.6% | 8.7% | 3.6% | 10.7% | 1.7% | 3.6% | 5.4% | 12.2% |
| WITH A CONVENTION | 17-3 | 2.8 | 2.8 | .3 | .5 | .7 | * | - | 1.1 | * | * | - | - | - |
| | | 1.5% | 2.2% | 1.6% | 2.0% | 4.1% | .1% | | 22.5% | * | .2% | | | |
| | | 100.0% | 99.5% | 11.8% | 19.5% | 26.1% | .9% | | 41.1% | .5% | .5% | | | |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 14.6 | 3.8 | .5 | .9 | 7.2 | 1.8 | .3 | 5.3 | .9 | 1.4 | 3.0 | 2.5 |
| | | 12.1% | 11.6% | 18.5% | 1.8% | 5.1% | 16.5% | 15.2% | 6.3% | 13.4% | 10.3% | 14.0% | 14.0% | 12.5% |
| | | 100.0% | 65.3% | 17.1% | 2.1% | 4.0% | 32.4% | 8.2% | 1.4% | 23.7% | 3.9% | 6.1% | 13.6% | 11.1% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | 4.2 | .6 | .8 | 1.0 | .4 | * | 1.4 | .3 | .1 | - | .2 | 1.1 |
| | | 3.0% | 3.3% | 2.7% | 3.1% | 5.6% | .8% | .4% | 28.0% | .7% | 1.1% | | .9% | 5.7% |
| | | 100.0% | 75.1% | 10.0% | 14.8% | 17.7% | 6.5% | .9% | 25.3% | 4.9% | 1.5% | | 3.4% | 20.0% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 102.8% | 103.9% | 113.6% | 100.7% | 100.0% | 103.9% | 101.3% | 99.9% | 100.9% | 100.0% | 101.8% | 100.8% | 100.0% |
| | | 100.0% | 68.0% | 11.1% | 14.3% | 9.6% | 23.7% | 6.5% | 2.7% | 21.4% | 4.3% | 5.3% | 11.7% | 10.7% |

WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

| | | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| YES | 16-1 | 88.7 | 51.3 | 10.6 | 7.6 | 6.7 | 18.8 | 5.3 | 2.2 | 24.3 | 7.1 | 5.6 | 11.5 | 13.2 |
| | | 48.0% | 40.8% | 51.4% | 28.7% | 38.1% | 42.9% | 44.3% | 44.5% | 61.5% | 88.5% | 57.9% | 53.1% | 66.9% |
| | | 100.0% | 57.8% | 11.9% | 8.6% | 7.6% | 21.2% | 6.0% | 2.5% | 27.4% | 8.0% | 6.3% | 13.0% | 14.9% |
| NO | 16-2 | 96.0 | 74.3 | 10.0 | 18.8 | 10.9 | 25.0 | 6.7 | 2.8 | 15.1 | .9 | 4.0 | 10.2 | 6.5 |
| | | 51.9% | 59.2% | 48.6% | 71.3% | 61.9% | 57.1% | 55.7% | 55.5% | 38.3% | 11.5% | 41.3% | 46.9% | 33.1% |
| | | 100.0% | 77.5% | 10.4% | 19.6% | 11.4% | 26.1% | 7.0% | 2.9% | 15.7% | 1.0% | 4.2% | 10.6% | 6.8% |
| NOT STATED | 16-R | .1 | - | - | - | - | - | - | - | .1 | - | .1 | - | - |
| | | * | | | | | | | | .2% | | .9% | | |
| | | 100.0% | | | | | | | | 100.0% | | 100.0% | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 68.0% | 11.1% | 14.3% | 9.6% | 23.7% | 6.5% | 2.7% | 21.4% | 4.3% | 5.3% | 11.7% | 10.7% |

MAIN PURPOSE OF VISIT

QUESTION 28

| | | *..........NON-RESIDENT..........* | | | | | |
|---|---|---|---|---|---|---|---|
| | | TOTAL | BANFF/ L.LOUISE REGION | SUNSHINE | SKIING LOUISE | MT. NORQUAY | MARMOT |
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 114.5 | 60.2 | 51.2 | 3.0 | 8.4 |
| | | 66.5% | 67.5% | 67.3% | 67.9% | 65.0% | 55.2% |
| | | 100.0% | 93.1% | 49.0% | 41.7% | 2.4% | 6.9% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4 | 32.0 | 16.1 | 15.1 | .9 | 4.4 |
| | | 19.7% | 18.9% | 18.0% | 20.0% | 18.7% | 28.8% |
| | | 100.0% | 87.9% | 44.2% | 41.4% | 2.4% | 12.1% |
| WITH A CONVENTION | 17-3 | 2.8 | 2.7 | 1.6 | 1.1 | * | * |
| | | 1.5% | 1.6% | 1.8% | 1.5% | .9% | .1% |
| | | 100.0% | 99.2% | 58.0% | 39.8% | 1.4% | .8% |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 20.8 | 13.6 | 6.6 | .5 | 1.5 |
| | | 12.1% | 12.3% | 15.2% | 8.8% | 11.8% | 10.1% |
| | | 100.0% | 93.1% | 61.0% | 29.6% | 2.4% | 6.9% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | 4.5 | 1.6 | 2.7 | .2 | 1.1 |
| | | 3.0% | 2.7% | 1.8% | 3.6% | 3.5% | 6.9% |
| | | 100.0% | 81.0% | 29.0% | 49.2% | 2.9% | 19.0% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 169.5 | 89.5 | 75.4 | 4.6 | 15.3 |
| | | 102.8% | 103.0% | 104.1% | 101.8% | 99.9% | 101.1% |
| | | 100.0% | 91.7% | 48.4% | 40.8% | 2.5% | 8.3% |

WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

| | | TOTAL | BANFF/ L.LOUISE REGION | SUNSHINE | SKIING LOUISE | MT. NORQUAY | MARMOT |
|---|---|---|---|---|---|---|---|
| YES | 16-1 | 88.7 | 82.4 | 45.0 | 34.8 | 2.6 | 6.3 |
| | | 48.0% | 48.6% | 50.3% | 46.2% | 56.5% | 41.2% |
| | | 100.0% | 92.9% | 50.7% | 39.3% | 2.9% | 7.1% |
| NO | 16-2 | 96.0 | 87.1 | 44.5 | 40.6 | 2.0 | 8.9 |
| | | 51.9% | 51.4% | 49.7% | 53.8% | 43.5% | 58.2% |
| | | 100.0% | 90.7% | 46.4% | 42.3% | 2.1% | 9.3% |
| NOT STATED | 16-R | .1 | - | - | - | - | .1 |
| | | * | | | | | .5% |
| | | 100.0% | | | | | 100.0% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 169.5 | 89.5 | 75.4 | 4.6 | 15.3 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% |
| | | 100.0% | 91.7% | 48.4% | 40.8% | 2.5% | 8.3% |

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                          MAIN PURPOSE OF VISIT                                                    QUESTION 28
                                         #=========================TRIP TIMING (NON-RESIDENT)========================#
                                         +------------SEASON------------++------------------PERIOD SKIED-----------------+
                                    TOTAL                                    *......DAY SKIING......**...OVERNIGHT SKIING...*
                                    NON-
                                    RESI-  XMAS -   EARLY    LATE    SPRING
                                    DENT   NEW YEAR WINTER   WINTER            TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

 TO TAKE A SKI VACATION 17-1        122.9     9.6    23.1    52.6    37.6      1.0      .3      .7   121.1   111.5     9.6
                                    66.5%   51.7%   54.1%   72.5%   73.7%    43.1%   53.5%   39.7%   67.5%   67.9%   63.0%
                                   100.0%    7.8%   18.8%   42.8%   30.6%      .8%     .3%     .6%   98.6%   90.7%    7.8%

 SKIING/VISITING WITH   17-2         36.4     7.9     8.2    13.4     6.9       .7      .3      .5    35.4    32.8     2.6
 FRIENDS AND RELATIVES              19.7%   42.7%   19.4%   18.4%   13.5%    30.3%   42.2%   26.3%   19.7%   20.0%   16.8%
                                   100.0%   21.7%   22.6%   36.7%   18.9%     2.0%     .7%    1.3%   97.2%   92.1%    7.0%

 WITH A CONVENTION      17-3          2.8      .6      .8      .8      .5       .1       -      .1     2.7     2.5      .2
                                     1.5%    3.2%    2.0%    1.2%     .9%     3.1%            4.2%    1.5%    1.5%    1.4%
                                   100.0%   21.7%   30.5%   30.4%   17.3%     2.7%            2.7%   97.3%   89.4%    7.9%

 WITH OTHER BUSINESS    17-4         22.3       *     9.1     8.0     5.2       .4       *      .4    20.2    17.6     2.6
                                    12.1%     .1%   21.3%   11.0%   10.2%    16.0%    4.3%   19.9%   11.2%   10.7%   17.2%
                                   100.0%     .1%   40.6%   35.9%   23.4%     1.7%     .1%    1.6%   90.5%   78.7%   11.8%

 OR WITH SOMETHING ELSE 17-5          5.6      .4     2.2      .9     2.0       .2       -      .2     5.4     4.8      .6
                                     3.0%    2.4%    5.2%    1.3%    3.9%     7.4%            9.9%    3.0%    2.9%    3.7%
                                   100.0%    7.9%   39.8%   16.7%   35.6%     3.2%            3.2%   96.8%   86.5%   10.2%

 BASE: SKI DAYS (000'S)             184.8    18.5    42.6    72.6    51.0      2.4      .6     1.8   179.6   164.3    15.3
       NON-RESIDENT                102.8%  100.1%  102.0%  104.4%  102.2%    99.9%  100.0%  100.0%  102.9%  103.0%  102.1%
                                   100.0%   10.0%   23.1%   39.3%   27.6%     1.3%     .3%    1.0%   97.2%   88.9%    8.3%

                          WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

 YES                    16-1         88.7    10.0    16.5    38.3    23.9       .8      .2      .6    87.4    82.3     5.0
                                    48.0%   54.0%   38.8%   52.7%   46.9%    33.1%   29.6%   34.2%   48.7%   50.1%   33.0%
                                   100.0%   11.3%   18.6%   43.1%   27.0%      .9%     .2%     .7%   98.5%   92.8%    5.7%

 NO                     16-2         96.0     8.5    26.0    34.3    27.1      1.6      .4     1.2    92.1    82.0    10.2
                                    51.9%   46.0%   61.2%   47.2%   53.1%    66.9%   70.4%   65.8%   51.3%   49.9%   66.4%
                                   100.0%    8.9%   27.1%   35.7%   28.3%     1.7%     .4%    1.2%   96.0%   85.4%   10.6%

 NOT STATED             16-R           .1       -       -      .1       -        -       -       -      .1       -      .1
                                        *                     .1%                                        *             .5%
                                   100.0%                  100.0%                                   100.0%          100.0%

 BASE: SKI DAYS (000'S)             184.8    18.5    42.6    72.6    51.0      2.4      .6     1.8   179.6   164.3    15.3
       NON-RESIDENT                 99.9%  100.0%  100.0%  100.0%  100.0%   100.0%  100.0%  100.0%  100.0%  100.0%   99.9%
                                   100.0%   10.0%   23.1%   39.3%   27.6%     1.3%     .3%    1.0%   97.2%   88.9%    8.3%
```

MAIN PURPOSE OF VISIT QUESTION 28

| | | | TRAVEL BEHAVIOUR (NON-RESIDENT) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL MODE(S) | | | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL NON-RESI-DENT | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 44.5 | 78.4 | 76.0 | 77.4 | 24.6 | 5.9 | 99.0 | 17.8 | 8.1 | 61.4 | 56.9 | 3.7 |
| | | 66.5% | 89.0% | 58.2% | 71.8% | 62.1% | 65.3% | 70.0% | 75.5% | 39.7% | 72.7% | 66.4% | 67.3% | 59.7% |
| | | 100.0% | 36.2% | 63.8% | 61.8% | 63.0% | 20.0% | 4.8% | 80.6% | 14.5% | 6.6% | 49.9% | 46.3% | 3.0% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4 | 2.7 | 33.7 | 18.7 | 28.8 | 6.9 | 1.0 | 15.4 | 20.0 | 1.4 | 18.1 | 17.0 | .7 |
| | | 19.7% | 5.4% | 25.0% | 17.7% | 23.1% | 18.2% | 11.5% | 11.7% | 44.7% | 12.2% | 19.6% | 20.2% | 10.6% |
| | | 100.0% | 7.5% | 92.5% | 51.2% | 79.0% | 18.8% | 2.6% | 42.1% | 54.9% | 3.7% | 49.6% | 46.7% | 1.8% |
| WITH A CONVENTION | 17-3 | 2.8 | 1.2 | 1.5 | .7 | 2.1 | 1.3 | * | 1.8 | .1 | .8 | 1.2 | 1.4 | .2 |
| | | 1.5% | 2.5% | 1.1% | .7% | 1.7% | 3.5% | .3% | 1.4% | .2% | 7.6% | 1.3% | 1.7% | 3.1% |
| | | 100.0% | 44.5% | 55.5% | 25.1% | 77.5% | 47.8% | .8% | 66.6% | 2.7% | 30.6% | 42.1% | 50.8% | 7.1% |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 1.5 | 20.8 | 11.5 | 18.3 | 4.7 | .4 | 17.6 | 4.5 | .3 | 11.3 | 9.2 | 1.7 |
| | | 12.1% | 3.0% | 15.4% | 10.8% | 14.7% | 12.4% | 4.6% | 13.4% | 10.0% | 2.7% | 12.3% | 10.9% | 26.6% |
| | | 100.0% | 6.7% | 93.3% | 51.4% | 81.9% | 20.9% | 1.7% | 78.8% | 20.0% | 1.4% | 50.8% | 41.4% | 7.5% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | .2 | 5.3 | 3.1 | 2.9 | .4 | 1.1 | 2.1 | 2.9 | .5 | 2.1 | 3.5 | - |
| | | 3.0% | .5% | 4.0% | 3.0% | 2.3% | 1.1% | 13.7% | 1.6% | 6.5% | 4.8% | 2.3% | 4.1% | |
| | | 100.0% | 4.3% | 95.7% | 56.2% | 51.2% | 7.4% | 20.5% | 38.0% | 52.5% | 9.5% | 37.5% | 62.5% | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 50.0 | 134.8 | 105.8 | 124.6 | 37.7 | 8.4 | 131.2 | 44.8 | 11.1 | 92.4 | 84.4 | 6.3 |
| | | 102.8% | 100.4% | 103.7% | 104.0% | 103.9% | 100.5% | 100.1% | 103.6% | 101.1% | 100.0% | 101.9% | 104.2% | 100.0% |
| | | 100.0% | 27.1% | 72.9% | 57.2% | 67.4% | 20.4% | 4.5% | 71.0% | 24.2% | 6.0% | 50.0% | 45.7% | 3.4% |
| WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA | | | | | | | | | | | | | | |
| YES | 16-1 | 88.7 | 32.0 | 56.8 | 50.5 | 66.4 | 21.7 | 3.8 | 67.2 | 16.7 | 6.7 | 46.8 | 40.3 | 1.5 |
| | | 48.0% | 63.9% | 42.1% | 47.7% | 53.3% | 57.7% | 45.8% | 51.2% | 37.3% | 60.5% | 50.6% | 47.7% | 24.8% |
| | | 100.0% | 36.0% | 64.0% | 56.9% | 74.8% | 24.5% | 4.3% | 75.7% | 18.8% | 7.6% | 52.7% | 45.4% | 1.7% |
| NO | 16-2 | 96.0 | 18.0 | 77.9 | 55.2 | 58.1 | 15.9 | 4.5 | 64.0 | 28.1 | 4.4 | 45.5 | 44.1 | 4.7 |
| | | 51.9% | 36.1% | 57.8% | 52.2% | 46.6% | 42.3% | 54.2% | 48.7% | 62.7% | 39.5% | 49.3% | 52.3% | 75.2% |
| | | 100.0% | 18.8% | 81.2% | 57.5% | 60.5% | 16.6% | 4.7% | 66.7% | 29.3% | 4.6% | 47.4% | 46.0% | 4.9% |
| NOT STATED | 16-R | .1 | - | .1 | .1 | .1 | - | - | .1 | - | - | .1 | - | - |
| | | * | | .1% | .1% | .1% | | | .1% | | | .1% | | |
| | | 100.0% | | 100.0% | 100.0% | 100.0% | | | 100.0% | | | 100.0% | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 50.0 | 134.8 | 105.8 | 124.6 | 37.7 | 8.4 | 131.2 | 44.8 | 11.1 | 92.4 | 84.4 | 6.3 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 27.1% | 72.9% | 57.2% | 67.4% | 20.4% | 4.5% | 71.0% | 24.2% | 6.0% | 50.0% | 45.7% | 3.4% |

MAIN PURPOSE OF VISIT

QUESTION 28

| | | TRAVEL BEHAVIOUR (NON-RESIDENT) | | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL NON-RESI-DENT | SKI VACATION | SKI AND VFR | SKI & BUSINESS/ CONVEN-TION | FIRST VISIT | REPEAT VISIT |
| TO TAKE A SKI VACATION | 17-1 | 122.9<br>66.5%<br>100.0% | 122.9<br>100.0%<br>100.0% | .8<br>2.2%<br>.6% | 3.6<br>14.5%<br>3.0% | 67.5<br>76.1%<br>54.9% | 55.4<br>57.7%<br>45.1% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4<br>19.7%<br>100.0% | .8<br>.6%<br>2.2% | 36.4<br>100.0%<br>100.0% | .4<br>1.8%<br>1.2% | 13.9<br>15.7%<br>38.2% | 22.5<br>23.4%<br>61.6% |
| WITH A CONVENTION | 17-3 | 2.8<br>1.5%<br>100.0% | - | - | 2.8<br>11.0%<br>100.0% | 1.0<br>1.1%<br>35.5% | 1.8<br>1.9%<br>64.5% |
| WITH OTHER BUSINESS | 17-4 | 22.3<br>12.1%<br>100.0% | 3.6<br>3.0%<br>16.3% | .4<br>1.2%<br>2.0% | 22.3<br>89.0%<br>100.0% | 5.9<br>6.6%<br>26.2% | 16.5<br>17.1%<br>73.8% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6<br>3.0%<br>100.0% | .4<br>.3%<br>6.4% | - | - | 1.7<br>1.9%<br>30.2% | 3.9<br>4.1%<br>69.8% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8<br>102.8%<br>100.0% | 122.9<br>103.9%<br>66.5% | 36.4<br>103.4%<br>19.7% | 25.1<br>116.3%<br>13.6% | 88.7<br>101.4%<br>48.0% | 96.0<br>104.2%<br>51.9% |

WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

| | | TOTAL NON-RESI-DENT | SKI VACATION | SKI AND VFR | SKI & BUSINESS/ CONVEN-TION | FIRST VISIT | REPEAT VISIT |
|---|---|---|---|---|---|---|---|
| YES | 16-1 | 88.7<br>48.0%<br>100.0% | 67.5<br>54.9%<br>76.1% | 13.9<br>38.2%<br>15.7% | 6.8<br>27.3%<br>7.7% | 88.7<br>100.0%<br>100.0% | - |
| NO | 16-2 | 96.0<br>51.9%<br>100.0% | 55.4<br>45.1%<br>57.7% | 22.5<br>61.6%<br>23.4% | 18.2<br>72.7%<br>19.0% | - | 96.0<br>100.0%<br>100.0% |
| NOT STATED | 16-R | .1<br>*<br>100.0% | - | .1<br>.2%<br>100.0% | - | - | - |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8<br>99.9%<br>100.0% | 122.9<br>100.0%<br>66.5% | 36.4<br>100.0%<br>19.7% | 25.1<br>100.0%<br>13.6% | 88.7<br>100.0%<br>48.0% | 96.0<br>100.0%<br>51.9% |

MAIN PURPOSE OF VISIT QUESTION 28

| | | SKIER PROFILE (NON-RESIDENT) | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | TOTAL NON-RESIDENT | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 12.1 | 59.1 | 34.7 | 16.4 | 7.2 | 37.3 | 31.5 | 15.8 | 9.8 | 5.9 | 8.6 | 3.5 | 2.9 |
| | | 66.5% | 64.4% | 69.0% | 59.7% | 77.0% | 76.2% | 63.4% | 66.1% | 68.8% | 62.3% | 61.0% | 75.5% | 94.4% | 69.4% |
| | | 100.0% | 9.9% | 48.1% | 28.2% | 13.3% | 5.9% | 30.4% | 25.6% | 12.9% | 8.0% | 4.8% | 7.0% | 2.9% | 2.4% |
| SKIING/VISITING WITH | 17-2 | 36.4 | 4.2 | 16.5 | 13.8 | 1.1 | 1.7 | 13.3 | 11.1 | 3.6 | 1.4 | 1.5 | 1.8 | .2 | 1.1 |
| FRIENDS AND RELATIVES | | 19.7% | 22.1% | 19.3% | 23.7% | 5.2% | 18.0% | 22.6% | 23.4% | 15.6% | 8.0% | 16.0% | 16.1% | 5.2% | 25.6% |
| | | 100.0% | 11.4% | 45.3% | 37.8% | 3.0% | 4.7% | 36.6% | 30.5% | 9.9% | 3.9% | 4.2% | 5.1% | .5% | 3.0% |
| WITH A CONVENTION | 17-3 | 2.8 | .9 | 1.5 | .3 | * | .4 | .3 | .2 | .3 | .3 | .7 | .4 | - | - |
| | | 1.5% | 4.7% | 1.8% | .6% | .1% | 4.2% | .5% | .5% | 1.4% | 2.2% | 7.3% | 3.8% | | |
| | | 100.0% | 32.3% | 55.6% | 11.6% | .5% | 14.5% | 11.3% | 8.7% | 11.9% | 12.5% | 25.2% | 15.9% | | |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 1.4 | 6.1 | 11.2 | 3.6 | - | 6.3 | 6.4 | 3.2 | 4.0 | 1.6 | .4 | * | .2 |
| | | 12.1% | 7.2% | 7.1% | 15.3% | 17.0% | | 10.7% | 13.5% | 13.7% | 25.5% | 17.0% | 3.9% | .1% | 5.0% |
| | | 100.0% | 6.1% | 27.4% | 50.3% | 16.2% | | 28.3% | 28.8% | 14.2% | 18.0% | 7.3% | 2.0% | * | 1.0% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | .5 | 3.2 | 1.3 | .5 | .3 | 2.4 | 1.5 | .4 | .6 | - | .3 | * | - |
| | | 3.0% | 2.8% | 3.8% | 2.3% | 2.3% | 3.4% | 4.1% | 3.1% | 1.9% | 3.7% | | 2.5% | .3% | |
| | | 100.0% | 9.6% | 58.0% | 23.8% | 8.6% | 5.7% | 43.6% | 26.8% | 8.0% | 10.5% | | 5.1% | .2% | |
| BASE: SKI DAYS (000'S) | | 184.8 | 18.9 | 85.7 | 58.1 | 21.2 | 9.5 | 58.9 | 47.6 | 23.0 | 15.7 | 9.5 | 11.4 | 3.7 | 4.2 |
| NON-RESIDENT | | 102.8% | 101.2% | 101.0% | 105.6% | 101.6% | 101.8% | 101.3% | 106.6% | 101.4% | 102.6% | 101.3% | 101.3% | 100.0% | 100.0% |
| | | 100.0% | 10.2% | 46.4% | 31.4% | 11.5% | 5.1% | 31.9% | 25.8% | 12.4% | 8.5% | 5.2% | 6.2% | 2.0% | 2.3% |
| WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA | | | | | | | | | | | | | | | |
| YES | 16-1 | 88.7 | 11.6 | 43.3 | 20.8 | 12.3 | 5.9 | 30.7 | 25.5 | 8.2 | 5.8 | 3.7 | 4.7 | 1.6 | 2.3 |
| | | 48.0% | 61.8% | 50.5% | 35.9% | 57.9% | 62.3% | 52.1% | 53.5% | 35.6% | 37.2% | 38.7% | 41.3% | 43.4% | 53.7% |
| | | 100.0% | 13.1% | 48.8% | 23.5% | 13.9% | 6.6% | 34.5% | 28.7% | 9.2% | 6.6% | 4.2% | 5.3% | 1.8% | 2.6% |
| NO | 16-2 | 96.0 | 7.2 | 42.4 | 37.2 | 8.9 | 3.6 | 28.2 | 22.1 | 14.8 | 9.9 | 5.9 | 6.7 | 2.1 | 2.0 |
| | | 51.9% | 38.2% | 49.5% | 64.0% | 42.1% | 37.7% | 47.8% | 46.5% | 64.4% | 62.8% | 61.3% | 58.7% | 56.6% | 46.3% |
| | | 100.0% | 7.5% | 44.2% | 38.7% | 9.3% | 3.7% | 29.3% | 23.1% | 15.4% | 10.3% | 6.1% | 7.0% | 2.2% | 2.0% |
| NOT STATED | 16-R | .1 | - | - | .1 | - | - | .1 | - | - | - | - | - | - | - |
| | | * | | | .1% | | | .1% | | | | | | | |
| | | 100.0% | | | 100.0% | | | 100.0% | | | | | | | |
| BASE: SKI DAYS (000'S) | | 184.8 | 18.9 | 85.7 | 58.1 | 21.2 | 9.5 | 58.9 | 47.6 | 23.0 | 15.7 | 9.6 | 11.4 | 3.7 | 4.2 |
| NON-RESIDENT | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.2% | 46.4% | 31.4% | 11.5% | 5.1% | 31.9% | 25.8% | 12.4% | 8.5% | 5.2% | 6.2% | 2.0% | 2.3% |

MAIN PURPOSE OF VISIT

QUESTION 28

SKIER PROFILE (NON-RESIDENT)

| | | TOTAL NON-RESIDENT | SEX: MALE | SEX: FEMALE | SOCIO-ECONOMIC STATUS: UPPER | SOCIO-ECONOMIC STATUS: MIDDLE | SOCIO-ECONOMIC STATUS: LOWER | SOCIO-ECONOMIC STATUS: STUDENT |
|---|---|---|---|---|---|---|---|---|
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 82.8 | 40.1 | 40.4 | 34.0 | 14.0 | 19.6 |
| | | 66.5% | 64.7% | 70.7% | 73.4% | 62.8% | 55.7% | 69.4% |
| | | 100.0% | 67.4% | 32.6% | 32.9% | 27.6% | 11.4% | 16.0% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4 | 24.3 | 12.1 | 7.3 | 12.9 | 4.0 | 7.1 |
| | | 19.7% | 19.0% | 21.4% | 13.3% | 23.8% | 16.0% | 25.0% |
| | | 100.0% | 66.7% | 33.3% | 20.0% | 35.3% | 11.1% | 19.4% |
| WITH A CONVENTION | 17-3 | 2.8 | 1.6 | 1.2 | 1.2 | .4 | .1 | .6 |
| | | 1.5% | 1.3% | 2.0% | 2.3% | .7% | .3% | 2.2% |
| | | 100.0% | 58.4% | 41.6% | 45.1% | 14.0% | 2.7% | 22.3% |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 19.4 | 2.9 | 9.7 | 5.7 | 6.0 | .4 |
| | | 12.1% | 15.2% | 5.1% | 17.7% | 10.5% | 23.9% | 1.4% |
| | | 100.0% | 87.1% | 12.9% | 43.6% | 25.6% | 27.0% | 1.7% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | 4.4 | 1.2 | .5 | 2.0 | 1.2 | .7 |
| | | 3.0% | 3.4% | 2.1% | .9% | 3.6% | 4.7% | 2.6% |
| | | 100.0% | 78.9% | 21.1% | 9.0% | 35.1% | 21.3% | 13.1% |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 128.1 | 56.7 | 55.1 | 54.1 | 25.2 | 28.3 |
| | | 102.8% | 103.6% | 101.3% | 107.6% | 101.4% | 100.6% | 100.6% |
| | | 100.0% | 69.3% | 30.7% | 29.8% | 29.3% | 13.6% | 15.3% |

WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

| | | TOTAL NON-RESIDENT | SEX: MALE | SEX: FEMALE | SOCIO-ECONOMIC STATUS: UPPER | SOCIO-ECONOMIC STATUS: MIDDLE | SOCIO-ECONOMIC STATUS: LOWER | SOCIO-ECONOMIC STATUS: STUDENT |
|---|---|---|---|---|---|---|---|---|
| YES | 16-1 | 88.7 | 58.5 | 30.2 | 23.9 | 24.9 | 12.1 | 15.2 |
| | | 48.0% | 45.7% | 53.3% | 43.4% | 45.8% | 48.0% | 53.8% |
| | | 100.0% | 65.9% | 34.1% | 26.9% | 27.9% | 13.6% | 17.2% |
| NO | 16-2 | 96.0 | 69.5 | 26.5 | 31.2 | 29.3 | 13.1 | 13.1 |
| | | 51.9% | 54.3% | 46.7% | 56.6% | 54.1% | 52.0% | 46.2% |
| | | 100.0% | 72.4% | 27.6% | 32.5% | 30.5% | 13.7% | 13.6% |
| NOT STATED | 16-R | .1 | .1 | - | - | .1 | - | - |
| | | * | .1% | | | .2% | | |
| | | 100.0% | 100.0% | | | 100.0% | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 128.1 | 56.7 | 55.1 | 54.1 | 25.2 | 28.3 |
| | | 99.9% | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 69.3% | 30.7% | 29.8% | 29.3% | 13.6% | 15.3% |

MAIN PURPOSE OF VISIT

QUESTION 28

| | | SKIER PROFILE (NON-RESIDENT) | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | TOTAL NON-RESI-DENT | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| TO TAKE A SKI VACATION | 17-1 | 122.9 | 33.6 | 30.7 | 8.6 | 14.4 | 17.8 | 4.7 | 2.7 | 1.2 | 2.9 |
| | | 65.5% | 65.4% | 62.5% | 65.4% | 68.5% | 81.0% | 67.9% | 93.0% | 60.6% | 81.7% |
| | | 100.0% | 27.3% | 25.0% | 7.0% | 11.7% | 14.5% | 3.3% | 2.2% | 1.0% | 2.4% |
| SKIING/VISITING WITH FRIENDS AND RELATIVES | 17-2 | 36.4 | 9.3 | 11.1 | 2.3 | 3.2 | 2.8 | 1.4 | .2 | .8 | .4 |
| | | 19.7% | 18.0% | 22.6% | 17.5% | 15.1% | 12.6% | 21.0% | 6.6% | 39.4% | 12.6% |
| | | 100.0% | 25.4% | 30.5% | 6.3% | 8.7% | 7.6% | 4.0% | .5% | 2.2% | 1.2% |
| WITH A CONVENTION | 17-3 | 2.8 | .1 | 1.0 | .3 | .7 | .6 | - | - | - | - |
| | | 1.5% | .1% | 2.1% | 2.4% | 3.4% | 2.6% | | | | |
| | | 100.0% | 2.7% | 36.5% | 11.6% | 26.1% | 20.4% | | | | |
| WITH OTHER BUSINESS | 17-4 | 22.3 | 7.9 | 8.0 | 1.9 | 2.2 | .2 | .5 | * | - | .2 |
| | | 12.1% | 15.4% | 16.2% | 14.2% | 10.5% | .9% | 7.4% | .1% | | 5.8% |
| | | 100.0% | 35.4% | 35.8% | 8.4% | 9.9% | .9% | 2.3% | * | | .9% |
| OR WITH SOMETHING ELSE | 17-5 | 5.6 | 1.0 | 2.3 | .4 | .8 | .8 | .3 | * | - | - |
| | | 3.0% | 1.9% | 4.7% | 3.1% | 3.8% | 3.8% | 3.9% | .4% | | |
| | | 100.0% | 17.2% | 41.3% | 7.4% | 14.1% | 14.8% | 4.7% | .2% | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 51.4 | 49.2 | 13.2 | 21.0 | 21.9 | 6.9 | 2.9 | 2.0 | 3.6 |
| | | 102.8% | 100.8% | 108.1% | 102.6% | 101.4% | 100.9% | 100.1% | 100.1% | 100.0% | 100.1% |
| | | 100.0% | 27.8% | 26.6% | 7.1% | 11.4% | 11.9% | 3.7% | 1.6% | 1.1% | 1.9% |

WHETHER OR NOT FIRST VISIT TO A SKI AREA IN ALBERTA

| | | TOTAL NON-RESI-DENT | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| YES | 16-1 | 88.7 | 25.1 | 22.9 | 6.2 | 9.7 | 10.8 | 3.6 | 2.4 | 1.2 | 1.7 |
| | | 48.0% | 48.8% | 46.5% | 47.2% | 46.0% | 49.0% | 52.8% | 82.0% | 58.3% | 49.0% |
| | | 100.0% | 28.2% | 25.8% | 7.0% | 10.9% | 12.1% | 4.1% | 2.7% | 1.3% | 2.0% |
| NO | 16-2 | 96.0 | 26.3 | 26.2 | 7.0 | 11.3 | 11.2 | 3.3 | .5 | .8 | 1.8 |
| | | 51.9% | 51.2% | 53.3% | 52.8% | 54.0% | 51.0% | 47.2% | 18.0% | 41.7% | 51.0% |
| | | 100.0% | 27.4% | 27.3% | 7.3% | 11.8% | 11.7% | 3.4% | .5% | .9% | 1.9% |
| NOT STATED | 16-R | .1 | - | .1 | - | - | - | - | - | - | - |
| | | * | | .2% | | | | | | | |
| | | 100.0% | | 100.0% | | | | | | | |
| BASE: SKI DAYS (000'S) NON-RESIDENT | | 184.8 | 51.4 | 49.2 | 13.2 | 21.0 | 21.9 | 6.9 | 2.9 | 2.0 | 3.6 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 27.8% | 26.6% | 7.1% | 11.4% | 11.9% | 3.7% | 1.6% | 1.1% | 1.9% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | SKIER ORIGIN | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENTS | | | | | | | |
| | | | ALBERTA | | | | | | | |
| | | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1<br>24.1%<br>100.0% | 244.6<br>27.7%<br>95.1% | 63.2<br>18.2%<br>24.6% | 55.1<br>17.5%<br>21.4% | 110.0<br>31.6%<br>42.8% | 72.4<br>26.8%<br>28.2% | 37.6<br>48.0%<br>14.6% | 46.3<br>35.1%<br>18.0% | 25.1<br>45.1%<br>9.7% |
| TO SKI/GET AWAY | 42-2 | 385.2<br>36.1%<br>100.0% | 321.5<br>36.4%<br>83.5% | 125.9<br>36.2%<br>32.7% | 116.8<br>37.1%<br>30.3% | 133.4<br>38.3%<br>34.6% | 98.8<br>36.6%<br>25.7% | 34.6<br>44.2%<br>9.0% | 52.5<br>39.9%<br>13.6% | 9.7<br>17.5%<br>2.5% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7<br>17.6%<br>100.0% | 147.8<br>16.7%<br>78.7% | 78.5<br>22.6%<br>41.8% | 72.7<br>23.1%<br>38.7% | 51.6<br>14.8%<br>27.5% | 31.4<br>11.6%<br>16.7% | 20.2<br>25.8%<br>10.8% | 11.4<br>8.7%<br>6.1% | 6.2<br>11.1%<br>3.3% |
| GOOD SKIING | 42-4 | 228.2<br>21.4%<br>100.0% | 190.2<br>21.6%<br>83.4% | 85.3<br>24.5%<br>37.4% | 75.6<br>24.0%<br>33.1% | 61.1<br>17.5%<br>26.8% | 46.0<br>17.1%<br>20.2% | 15.0<br>19.2%<br>6.6% | 29.1<br>22.1%<br>12.7% | 14.8<br>26.7%<br>6.5% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5<br>9.2%<br>100.0% | 85.5<br>9.7%<br>86.9% | 38.0<br>10.9%<br>38.6% | 29.6<br>9.4%<br>30.1% | 25.9<br>7.4%<br>26.3% | 24.2<br>9.0%<br>24.6% | 1.7<br>2.2%<br>1.7% | 18.1<br>13.7%<br>18.4% | 3.5<br>6.3%<br>3.5% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1<br>19.9%<br>100.0% | 170.4<br>19.3%<br>80.3% | 65.6<br>18.9%<br>30.9% | 62.7<br>19.9%<br>29.5% | 71.9<br>20.7%<br>33.9% | 64.9<br>24.1%<br>30.6% | 7.0<br>8.9%<br>3.3% | 20.8<br>15.8%<br>9.8% | 12.0<br>21.7%<br>5.7% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8<br>.7%<br>100.0% | 7.1<br>.8%<br>91.9% | - | - | .8<br>.2%<br>9.7% | .8<br>.3%<br>9.7% | - | 6.4<br>4.8%<br>82.2% | - |
| RECOMMENDED | 42-8 | 64.2<br>6.0%<br>100.0% | 49.6<br>5.6%<br>77.2% | 21.5<br>6.2%<br>33.4% | 21.4<br>6.9%<br>33.3% | 12.8<br>3.7%<br>20.0% | 12.4<br>4.6%<br>19.2% | .5<br>.6%<br>.7% | 12.9<br>9.8%<br>20.1% | 2.4<br>4.3%<br>3.7% |
| FOR BUSINESS | 42-9 | 27.6<br>2.6%<br>100.0% | 10.7<br>1.2%<br>38.9% | 6.9<br>2.0%<br>25.0% | 4.9<br>1.6%<br>17.9% | 1.4<br>.4%<br>5.0% | 1.4<br>.5%<br>5.0% | - | 1.5<br>1.2%<br>5.5% | .9<br>1.7%<br>3.3% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5<br>7.2%<br>100.0% | 53.9<br>6.1%<br>70.5% | 15.9<br>4.6%<br>20.9% | 15.9<br>5.1%<br>20.9% | 23.1<br>6.6%<br>30.2% | 20.0<br>7.4%<br>26.2% | 3.0<br>3.9%<br>4.0% | 7.5<br>5.7%<br>9.8% | 7.4<br>13.4%<br>9.7% |
| ACCOMMODATION | 42-X | 43.0<br>4.0%<br>100.0% | 41.5<br>4.7%<br>96.5% | 8.9<br>2.6%<br>20.8% | 8.3<br>2.6%<br>19.2% | 21.3<br>6.1%<br>49.5% | 13.7<br>5.1%<br>31.9% | 7.6<br>9.7%<br>17.6% | 10.1<br>7.6%<br>23.4% | 1.2<br>2.2%<br>2.8% |

CONTINUED

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

|  |  |  | SKIER ORIGIN |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  |  |  |  | ALBERTA |  |  |  |  |
|  |  | LAST TRIP TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CNTR. | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | 3.4<br>.4%<br>55.2% | 2.6<br>.7%<br>41.9% | 2.6<br>.8%<br>41.9% | - | - | - | .8<br>.6%<br>13.3% | - |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 28.7<br>3.2%<br>96.3% | 18.1<br>5.2%<br>60.8% | 17.9<br>5.7%<br>60.1% | 3.2<br>.9%<br>10.7% | 2.6<br>1.0%<br>8.6% | .6<br>.9%<br>2.1% | 5.1<br>3.9%<br>17.2% | 2.3<br>4.1%<br>7.6% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | 1.2<br>.1%<br>48.7% | - | - | 1.2<br>.4%<br>48.7% | 1.2<br>.5%<br>49.7% | - | - | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | - | - | - | - | - | - | - | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | 26.8<br>3.0%<br>87.4% | 11.1<br>3.2%<br>36.0% | 11.1<br>3.5%<br>36.0% | 6.3<br>1.8%<br>20.5% | 5.0<br>1.8%<br>16.2% | 1.3<br>1.7%<br>4.3% | 9.5<br>7.2%<br>30.8% | - |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | 13.9<br>1.6%<br>84.7% | 8.0<br>2.3%<br>49.2% | 8.0<br>2.6%<br>49.2% | 3.2<br>.9%<br>19.7% | 3.2<br>1.2%<br>19.7% | - | 2.6<br>2.0%<br>15.9% | - |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | 49.2<br>5.6%<br>100.0% | 13.8<br>4.0%<br>28.0% | 10.8<br>3.4%<br>21.9% | 26.6<br>7.6%<br>54.1% | 23.4<br>8.7%<br>47.6% | 3.2<br>4.1%<br>6.5% | 8.4<br>6.4%<br>17.1% | .4<br>.7%<br>.8% |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | 9.1<br>1.0%<br>100.0% | 4.4<br>1.3%<br>48.7% | 4.4<br>1.4%<br>48.7% | 4.7<br>1.3%<br>51.3% | 4.5<br>1.7%<br>49.3% | .2<br>.2%<br>2.1% | - | - |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | 17.1<br>1.9%<br>85.0% | 6.3<br>1.8%<br>31.3% | 5.2<br>1.7%<br>26.1% | 7.5<br>2.2%<br>37.3% | 2.7<br>1.0%<br>13.3% | 4.8<br>6.2%<br>24.0% | 3.3<br>2.5%<br>16.3% | - |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | - | - | - | - | - | - | - | - |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5<br>165.0%<br>100.0% | 882.7<br>166.6%<br>82.7% | 347.3<br>165.2%<br>32.5% | 314.7<br>166.2%<br>29.5% | 348.1<br>162.4%<br>32.6% | 269.8<br>159.0%<br>25.3% | 78.3<br>175.5%<br>7.3% | 131.7<br>187.0%<br>12.3% | 55.5<br>154.8%<br>5.2% |

REASONS FOR SKIING AT THIS AREA QUESTION 7A

SKIER ORIGIN ON LAST TRIP(CONT'D)

|  |  |  |  | CANADA |  |  |  |  |  |  | UNITED STATES |  |  |  | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | LAST TRIP TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1 | 12.5 | 11.0 | 2.0 | 5.7 | 1.9 | 1.0 | .3 | .1 | .4 | - | .1 | .3 | 1.1 |
|  |  | 24.1% | 6.8% | 8.8% | 9.7% | 21.7% | 10.8% | 2.3% | 2.1% | 2.7% | 1.0% |  | 1.2% | 1.2% | 5.5% |
|  |  | 100.0% | 4.9% | 4.3% | .8% | 2.2% | .7% | .4% | .1% | .1% | .1% |  | * | .1% | .4% |
| TO SKI/GET AWAY | 42-2 | 385.2 | 63.7 | 43.1 | 6.4 | 10.4 | 7.7 | 12.8 | 4.5 | 1.3 | 11.9 | 3.0 | 2.7 | 6.2 | 8.6 |
|  |  | 36.1% | 34.5% | 34.3% | 31.0% | 39.3% | 43.8% | 29.2% | 37.2% | 26.2% | 30.3% | 37.7% | 28.0% | 28.5% | 43.7% |
|  |  | 100.0% | 16.5% | 11.2% | 1.7% | 2.7% | 2.0% | 3.3% | 1.2% | .3% | 3.1% | .8% | .7% | 1.6% | 2.2% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7 | 40.0 | 31.6 | 3.7 | 6.2 | 5.2 | 12.6 | 2.4 | 1.5 | 6.7 | .4 | 2.2 | 4.1 | 1.7 |
|  |  | 17.6% | 21.6% | 25.2% | 18.1% | 23.3% | 29.7% | 28.7% | 19.8% | 29.9% | 16.9% | 4.8% | 22.4% | 18.8% | 8.6% |
|  |  | 100.0% | 21.3% | 16.8% | 2.0% | 3.3% | 2.8% | 6.7% | 1.3% | .8% | 3.5% | .2% | 1.2% | 2.2% | .9% |
| GOOD SKIING | 42-4 | 228.2 | 37.9 | 26.9 | 5.2 | 5.6 | 4.2 | 8.4 | 2.7 | .7 | 9.2 | 1.2 | 1.5 | 6.6 | 1.8 |
|  |  | 21.4% | 20.5% | 21.4% | 25.4% | 21.3% | 24.1% | 19.2% | 22.2% | 13.8% | 23.4% | 14.4% | 15.3% | 30.4% | 9.2% |
|  |  | 100.0% | 16.6% | 11.8% | 2.3% | 2.5% | 1.9% | 3.7% | 1.2% | .3% | 4.1% | .5% | .7% | 2.9% | .8% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5 | 12.9 | 6.2 | 1.0 | 1.5 | .9 | 2.3 | .2 | .3 | 6.1 | .9 | 1.7 | 3.4 | .6 |
|  |  | 9.2% | 7.0% | 5.0% | 4.8% | 5.9% | 5.0% | 5.3% | 1.9% | 5.2% | 15.3% | 11.5% | 17.4% | 15.8% | 3.2% |
|  |  | 100.0% | 13.1% | 6.3% | 1.0% | 1.6% | .9% | 2.4% | .2% | .3% | 6.1% | .9% | 1.7% | 3.5% | .6% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1 | 41.7 | 33.2 | 5.1 | 4.3 | 2.4 | 14.0 | 5.1 | 2.3 | 4.8 | .8 | 1.1 | 2.9 | 3.7 |
|  |  | 19.9% | 22.6% | 26.5% | 25.0% | 16.4% | 13.5% | 31.8% | 42.6% | 45.2% | 12.1% | 10.1% | 11.0% | 13.4% | 18.6% |
|  |  | 100.0% | 19.7% | 15.7% | 2.4% | 2.0% | 1.1% | 6.6% | 2.4% | 1.1% | 2.3% | .4% | .5% | 1.4% | 1.7% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8 | .6 | .6 | * | .1 | .4 | .1 | - | - | * | - | - | * | - |
|  |  | .7% | .3% | .5% | .1% | .3% | 2.5% | .2% |  |  | * |  |  | .1% |  |
|  |  | 100.0% | 8.1% | 8.0% | .3% | 1.0% | 5.7% | 1.0% |  |  | .2% |  |  | .2% |  |
| RECOMMENDED | 42-8 | 64.2 | 14.6 | 7.9 | .8 | 2.2 | .3 | 3.7 | .5 | .3 | 3.5 | .8 | .9 | 1.9 | 3.2 |
|  |  | 6.0% | 7.9% | 6.3% | 4.0% | 8.5% | 1.8% | 8.4% | 4.5% | 6.8% | 8.9% | 10.5% | 9.0% | 8.3% | 16.1% |
|  |  | 100.0% | 22.8% | 12.4% | 1.3% | 3.5% | .5% | 5.7% | .8% | .5% | 5.5% | 1.3% | 1.4% | 2.8% | 4.9% |
| FOR BUSINESS | 42-9 | 27.6 | 16.9 | 12.3 | 5.0 | .4 | 2.0 | 3.1 | 1.1 | .7 | 2.3 | .6 | 1.6 | .2 | 2.2 |
|  |  | 2.6% | 9.1% | 9.8% | 24.3% | 1.5% | 11.0% | 7.2% | 9.4% | 13.4% | 5.9% | 7.1% | 16.4% | .8% | 11.3% |
|  |  | 100.0% | 61.1% | 44.5% | 18.1% | 1.4% | 7.1% | 11.4% | 4.1% | 2.4% | 8.5% | 2.1% | 5.8% | .7% | 8.1% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5 | 22.6 | 12.9 | 3.0 | 2.4 | .6 | 4.6 | 1.5 | .7 | 8.6 | 2.9 | 2.2 | 3.5 | 1.1 |
|  |  | 7.2% | 12.2% | 10.3% | 14.6% | 9.2% | 3.6% | 10.6% | 12.1% | 14.2% | 21.8% | 36.3% | 22.4% | 16.1% | 5.6% |
|  |  | 100.0% | 29.5% | 16.9% | 3.9% | 3.2% | .8% | 6.1% | 1.9% | .9% | 11.2% | 3.8% | 2.8% | 4.6% | 1.4% |
| ACCOMMODATION | 42-X | 43.0 | 1.5 | .8 | - | .3 | * | .4 | - | .1 | .7 | .3 | .1 | .3 | - |
|  |  | 4.0% | .8% | .6% |  | 1.1% | .1% | .9% |  | 1.5% | 1.8% | 3.5% | 1.1% | 1.5% |  |
|  |  | 100.0% | 3.5% | 1.8% |  | .7% | * | 1.0% |  | .2% | 1.7% | .7% | .3% | .7% |  |

CONTINUED

REASONS FOR SKIING AT THIS AREA QUESTION 7A

#==============================SKIER ORIGIN ON LAST TRIP(CONT'D)==============================#

| | | | | *.................CANADA | | | | | | **......UNITED STATES | | | | **OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | LAST TRIP TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | 2.8<br>1.5%<br>44.8% | 1.1<br>.9%<br>17.6% | .2<br>.8%<br>2.8% | .2<br>.9%<br>4.0% | - | .7<br>1.5%<br>10.9% | - | - | 1.0<br>2.6%<br>16.5% | .7<br>9.3%<br>12.1% | *<br>.3%<br>.5% | .2<br>1.1%<br>3.9% | .7<br>3.3%<br>10.7% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 1.1<br>.6%<br>3.7% | .3<br>.3%<br>1.1% | .2<br>.9%<br>.6% | .1<br>.5%<br>.5% | - | - | - | - | .7<br>1.7%<br>2.3% | .1<br>1.5%<br>.4% | - | .6<br>2.6%<br>1.9% | .1<br>.5%<br>.4% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | 1.3<br>.7%<br>51.3% | .9<br>.7%<br>35.8% | - | .2<br>.6%<br>6.4% | - | .8<br>1.7%<br>29.4% | - | - | .4<br>1.0%<br>15.5% | - | .1<br>1.1%<br>4.3% | .3<br>1.3%<br>11.2% | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | .9<br>.5%<br>100.0% | .7<br>.6%<br>76.2% | - | *<br>*<br>.5% | .3<br>1.6%<br>30.4% | .4<br>1.0%<br>45.2% | - | - | .2<br>.5%<br>23.8% | - | - | .2<br>1.0%<br>23.8% | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | 3.9<br>2.1%<br>12.6% | 1.7<br>1.3%<br>5.5% | .1<br>.7%<br>.5% | .2<br>.7%<br>.6% | .1<br>.8%<br>.5% | 1.2<br>2.7%<br>3.9% | - | - | 1.5<br>3.9%<br>5.0% | *<br>.2%<br>.1% | .9<br>9.1%<br>2.9% | .6<br>2.9%<br>2.0% | .6<br>3.3%<br>2.1% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | 2.5<br>1.4%<br>15.3% | .2<br>.2%<br>1.2% | - | - | - | .2<br>.4%<br>1.2% | - | - | .3<br>.8%<br>2.0% | - | .3<br>3.1%<br>1.9% | *<br>.1%<br>.1% | 2.0<br>10.1%<br>12.2% |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | 3.0<br>1.6%<br>15.0% | 2.0<br>1.6%<br>9.9% | .1<br>.6%<br>.6% | .4<br>1.7%<br>2.2% | .3<br>1.8%<br>1.6% | 1.0<br>2.3%<br>5.1% | - | .1<br>1.7%<br>.4% | .6<br>1.4%<br>2.8% | .3<br>3.2%<br>1.3% | - | .3<br>1.4%<br>1.5% | .5<br>2.4%<br>2.4% |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | .7<br>.4%<br>100.0% | .3<br>.2%<br>45.3% | - | .3<br>1.1%<br>45.3% | - | - | - | - | .4<br>.9%<br>54.7% | - | - | .4<br>1.6%<br>54.7% | - |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | 6.2<br>3.3%<br>100.0% | 4.9<br>3.9%<br>80.0% | .2<br>1.2%<br>3.9% | .7<br>2.7%<br>11.6% | .2<br>1.1%<br>3.2% | 2.8<br>6.4%<br>45.9% | .8<br>6.6%<br>12.9% | .2<br>3.1%<br>2.5% | .6<br>1.4%<br>8.9% | - | - | .6<br>2.5%<br>8.9% | .7<br>3.4%<br>11.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>165.0%<br>100.0% | 184.8<br>155.4%<br>17.3% | 125.6<br>158.4%<br>11.8% | 20.5<br>161.2%<br>1.9% | 26.4<br>156.7%<br>2.5% | 17.7<br>151.2%<br>1.7% | 43.8<br>159.8%<br>4.1% | 12.1<br>158.4%<br>1.1% | 5.1<br>163.7%<br>.5% | 39.5<br>151.7%<br>3.7% | 8.0<br>150.1%<br>.8% | 9.7<br>157.9%<br>.9% | 21.7<br>149.4%<br>2.0% | 19.7<br>144.8%<br>1.9% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | ALBERTA DESTINATIONS ON LAST TRIP | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | | | |
| | | | | | | TOTALS | | | BANFF/L.LOUISE | | | SUNSHINE | | | LAKE LOUISE | | |
| | | LAST TRIP TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1<br>24.1%<br>100.0% | 191.1<br>24.6%<br>74.3% | 178.6<br>30.2%<br>69.5% | 12.5<br>6.8%<br>4.9% | 105.9<br>17.3%<br>41.2% | 93.4<br>21.9%<br>36.3% | 12.5<br>6.8%<br>4.9% | 61.2<br>13.0%<br>23.8% | 50.8<br>16.9%<br>19.8% | 10.4<br>6.1%<br>4.0% | 28.5<br>11.3%<br>11.1% | 23.7<br>14.5%<br>9.2% | 4.8<br>5.3%<br>1.8% | 17.2<br>10.6%<br>6.7% | 12.0<br>13.9%<br>4.7% | 5.2<br>6.8%<br>2.0% |
| TO SKI/GET AWAY | 42-2 | 385.2<br>36.1%<br>100.0% | 287.9<br>37.1%<br>74.7% | 224.3<br>37.9%<br>58.2% | 63.7<br>34.5%<br>16.5% | 232.1<br>38.0%<br>60.2% | 168.4<br>39.5%<br>43.7% | 63.7<br>34.5%<br>16.5% | 173.1<br>36.8%<br>44.9% | 113.8<br>37.8%<br>29.5% | 59.2<br>35.0%<br>15.4% | 98.4<br>38.9%<br>25.5% | 69.1<br>42.4%<br>17.9% | 29.2<br>32.7%<br>7.6% | 61.6<br>38.0%<br>16.0% | 33.1<br>38.3%<br>8.6% | 28.4<br>37.7%<br>7.4% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7<br>17.6%<br>100.0% | 133.0<br>17.1%<br>70.9% | 93.1<br>15.7%<br>49.6% | 40.0<br>21.6%<br>21.3% | 129.6<br>21.2%<br>69.1% | 89.7<br>21.1%<br>47.8% | 40.0<br>21.6%<br>21.3% | 115.8<br>24.6%<br>61.7% | 78.0<br>25.9%<br>41.5% | 37.8<br>22.3%<br>20.1% | 81.8<br>32.4%<br>43.6% | 61.6<br>37.7%<br>32.8% | 20.2<br>22.6%<br>10.8% | 30.5<br>18.9%<br>16.3% | 13.5<br>15.6%<br>7.2% | 17.0<br>22.6%<br>9.1% |
| GOOD SKIING | 42-4 | 228.2<br>21.4%<br>100.0% | 162.1<br>20.9%<br>71.0% | 124.2<br>21.0%<br>54.4% | 37.9<br>20.5%<br>16.6% | 138.4<br>22.7%<br>60.6% | 100.4<br>23.6%<br>44.0% | 37.9<br>20.5%<br>16.6% | 109.7<br>23.3%<br>48.1% | 73.6<br>24.5%<br>32.3% | 36.0<br>21.3%<br>15.8% | 46.6<br>18.5%<br>20.4% | 31.2<br>19.1%<br>13.7% | 15.4<br>17.2%<br>6.8% | 51.2<br>31.6%<br>22.4% | 31.5<br>36.4%<br>13.8% | 19.7<br>26.2%<br>8.7% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5<br>9.2%<br>100.0% | 72.8<br>9.4%<br>73.9% | 59.9<br>10.1%<br>60.8% | 12.9<br>7.0%<br>13.1% | 51.0<br>8.3%<br>51.8% | 38.0<br>8.9%<br>38.6% | 12.9<br>7.0%<br>13.1% | 35.4<br>7.5%<br>35.9% | 22.9<br>7.6%<br>23.3% | 12.5<br>7.4%<br>12.7% | 17.2<br>6.8%<br>17.5% | 10.2<br>6.3%<br>10.4% | 7.0<br>7.8%<br>7.1% | 9.3<br>5.8%<br>9.5% | 4.1<br>4.7%<br>4.1% | 5.3<br>7.0%<br>5.3% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1<br>19.9%<br>100.0% | 129.9<br>16.7%<br>61.2% | 88.2<br>14.9%<br>41.6% | 41.7<br>22.6%<br>19.7% | 95.9<br>15.7%<br>45.2% | 54.2<br>12.7%<br>25.6% | 41.7<br>22.6%<br>19.7% | 75.5<br>16.0%<br>35.6% | 37.9<br>12.6%<br>17.9% | 37.5<br>22.1%<br>17.7% | 34.0<br>13.5%<br>16.0% | 18.9<br>11.6%<br>8.9% | 15.0<br>16.8%<br>7.1% | 36.2<br>22.4%<br>17.1% | 14.7<br>17.0%<br>6.9% | 21.6<br>28.6%<br>10.2% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8<br>.7%<br>100.0% | 3.0<br>.4%<br>38.6% | 2.4<br>.4%<br>30.5% | .6<br>.3%<br>8.1% | 2.6<br>.4%<br>33.7% | 2.0<br>.5%<br>25.6% | .6<br>.3%<br>8.1% | 2.5<br>.5%<br>32.2% | 2.0<br>.7%<br>25.6% | .5<br>.3%<br>6.6% | .4<br>.2%<br>5.7% | - | .4<br>.5%<br>5.7% | 2.1<br>1.3%<br>26.5% | 2.0<br>2.3%<br>25.6% | .1<br>.1%<br>1.0% |
| RECOMMENDED | 42-8 | 64.2<br>6.0%<br>100.0% | 39.6<br>5.1%<br>61.6% | 24.9<br>4.2%<br>38.8% | 14.6<br>7.9%<br>22.8% | 31.8<br>5.2%<br>49.5% | 17.1<br>4.0%<br>26.7% | 14.6<br>7.9%<br>22.8% | 22.9<br>4.9%<br>35.7% | 10.0<br>3.3%<br>15.5% | 12.9<br>7.6%<br>20.1% | 9.8<br>3.9%<br>15.2% | 6.5<br>4.0%<br>10.1% | 3.3<br>3.7%<br>5.1% | 12.9<br>7.9%<br>20.0% | 3.5<br>4.0%<br>5.4% | 9.4<br>12.4%<br>14.6% |
| FOR BUSINESS | 42-9 | 27.6<br>2.6%<br>100.0% | 27.6<br>3.6%<br>100.0% | 10.7<br>1.8%<br>38.9% | 16.9<br>9.1%<br>61.1% | 24.7<br>4.0%<br>89.4% | 7.8<br>1.8%<br>28.3% | 16.9<br>9.1%<br>61.1% | 20.7<br>4.4%<br>75.0% | 5.3<br>1.7%<br>19.1% | 15.4<br>9.1%<br>55.9% | 11.2<br>4.4%<br>40.8% | 1.5<br>.9%<br>5.3% | 9.8<br>10.9%<br>35.4% | 7.4<br>4.6%<br>26.7% | 1.8<br>2.1%<br>6.7% | 5.5<br>7.3%<br>20.0% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5<br>7.2%<br>100.0% | 52.0<br>6.7%<br>68.0% | 29.4<br>5.0%<br>38.5% | 22.6<br>12.2%<br>29.5% | 46.4<br>7.6%<br>60.7% | 23.9<br>5.6%<br>31.2% | 22.6<br>12.2%<br>29.5% | 37.0<br>7.9%<br>48.4% | 17.8<br>5.9%<br>23.2% | 19.3<br>11.4%<br>25.2% | 16.8<br>6.7%<br>22.0% | 6.5<br>4.0%<br>8.5% | 10.3<br>11.5%<br>13.5% | 10.9<br>6.7%<br>14.3% | 2.8<br>3.3%<br>3.7% | 8.1<br>10.7%<br>10.6% |
| ACCOMMODATION | 42-X | 43.0<br>4.0%<br>100.0% | 22.2<br>2.9%<br>51.6% | 20.7<br>3.5%<br>48.2% | 1.5<br>.8%<br>3.5% | 22.2<br>3.6%<br>51.6% | 20.7<br>4.9%<br>48.2% | 1.5<br>.8%<br>3.5% | 17.9<br>3.8%<br>41.7% | 16.4<br>5.5%<br>38.2% | 1.5<br>.9%<br>3.4% | .5<br>.2%<br>1.2% | - | .5<br>.6%<br>1.2% | 11.2<br>6.9%<br>26.1% | 10.3<br>12.0%<br>24.1% | .9<br>1.2%<br>2.0% |

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JOB NUMBER 907901      CARD NUMBER 13

                      REASONS FOR SKIING AT THIS AREA                                             QUESTION 7A
                                  #===========================ALBERTA DESTINATIONS ON LAST TRIP============================#
                                  +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING------------------------+
                                                    *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**...LAKE LOUISE..*
                              LAST
                              TRIP TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                             TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

ADVERTISING            42-R    6.2   3.6    .8   2.8   3.6    .8   2.8   3.3    .8   2.5   1.3     -   1.3   2.0    .8   1.1
                               .6%   .5%   .1%  1.5%   .6%   .2%  1.5%   .7%   .3%  1.5%   .5%        1.4%  1.2%   .9%  1.5%
                            100.0% 58.1% 13.3% 44.8% 58.1% 13.3% 44.8% 53.7% 13.3% 40.4% 20.9%       20.9% 31.8% 13.3% 18.5%

LESS PEOPLE/FEWER      43-1   29.8  12.6  11.5   1.1  12.6  11.5   1.1  10.2   9.4    .8   2.9   2.7    .2   4.2   3.9    .3
CROWDS/NOT AS BUSY            2.8%  1.6%  1.9%   .6%  2.1%  2.7%   .6%  2.2%  3.1%   .5%  1.1%  1.6%   .3%  2.6%  4.5%   .5%
                            100.0% 42.2% 38.5%  3.7% 42.2% 38.5%  3.7% 34.3% 31.7%  2.6%  9.7%  9.0%   .3% 14.1% 13.0%  1.2%

VARIETY/MORE VARIETY   43-2    2.6   1.3     -   1.3   1.3     -   1.3   1.3     -   1.3     -     -     -   1.3     -   1.3
(UNSPEC)                       .2%   .2%         .7%   .2%         .7%   .3%         .3%                     .3%        1.7%
                            100.0% 51.3%       51.3% 51.3%       51.3% 51.3%       51.3%                   51.3%       51.3%

EXCHANGE RATE          43-3     .9    .9     -    .9    .9     -    .9    .9     -    .9    .4     -    .4    .5     -    .5
                               .1%   .1%         .5%   .2%         .5%   .2%         .5%   .2%         .4%   .3%         .7%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 42.3%       42.3% 55.5%       55.5%

FRIENDLY/NICE PEOPLE   43-4   30.7  19.3  15.5   3.9  17.9  14.1   3.9  14.7  11.1   3.6  12.6  11.1   1.5   2.0     -   2.0
GO TO THAT RESORT             2.9%  2.5%  2.6%  2.1%  2.9%  3.3%  2.1%  3.1%  3.7%  2.1%  5.0%  6.8%  1.7%  1.3%        2.7%
                            100.0% 63.1% 50.5% 12.6% 58.5% 45.9% 12.6% 47.8% 36.0% 11.8% 41.0% 36.0%  4.9%  6.7%        6.7%

GIVEN AS A GIFT/       43-5   16.4   8.3   5.8   2.5   6.9   4.4   2.5   6.1   3.6   2.5   2.0     -   2.0   4.1   3.6    .5
PRESENT                       1.5%  1.1%  1.0%  1.4%  1.1%  1.0%  1.4%  1.3%  1.2%  1.5%   .8%        2.2%  2.5%  4.1%   .7%
                            100.0% 50.8% 35.5% 15.3% 42.3% 27.0% 15.3% 37.2% 21.8% 15.3% 12.2%       12.2% 24.9% 21.8%  3.1%

SCHOOL/COMMUNITY GROUP 43-6   49.2  35.0  35.0     -  13.0  13.0     -   7.2   7.2     -   7.1   7.1     -    .1    .1     -
                              4.6%  4.5%  5.9%        2.1%  3.1%        1.5%  2.4%        2.8%  4.3%         .1%   .1%
                            100.0% 71.2% 71.2%       26.5% 26.5%       14.6% 14.6%       14.4% 14.4%         .2%   .2%

ANNUAL SKI PASS        43-7    9.1   9.1   9.1     -   4.6   4.6     -   4.4   4.4     -   4.4   4.4     -     -     -     -
                               .9%  1.2%  1.5%         .8%  1.1%         .9%  1.5%        1.8%  2.7%
                            100.0%100.0%100.0%       50.7% 50.7%       48.7% 48.7%       48.7% 48.7%

OTHER                  43-0   20.1  14.0  11.0   3.0  12.9   9.9   3.0   9.1   6.5   2.7   5.8   4.3   1.5   2.8   2.0    .8
                              1.9%  1.8%  1.9%  1.6%  2.1%  2.3%  1.6%  1.9%  2.1%  1.6%  2.3%  2.6%  1.7%  1.7%  2.3%  1.1%
                            100.0% 69.9% 54.8% 15.0% 64.1% 49.1% 15.0% 45.5% 32.2% 13.3% 28.7% 21.3%  7.4% 13.9%  9.7%  4.2%

DON'T KNOW             43-X     .7    .7     -    .7    .7     -    .7    .7     -    .7    .5     -    .5    .1     -    .1
                               .1%   .1%         .4%   .1%         .4%   .1%         .4%   .2%         .6%   .1%         .2%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 79.5%       79.5% 20.5%       20.5%

NOT STATED             43-R    6.2   6.2     -   6.2   6.2     -   6.2   6.2     -   6.2   5.0     -   5.0   1.2     -   1.2
                               .6%   .8%        3.3%  1.0%        3.3%  1.3%        3.6%  2.0%        5.6%   .7%        1.6%
                            100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0% 80.7%       80.7% 19.3%       19.3%

BASE: SKI DAYS (000'S)      1067.5 776.6 591.9 184.8 610.6 425.8 184.8 470.7 301.2 169.5 252.6 163.1  89.5 161.9  86.4  75.4
      ON LAST TRIP          165.0%158.9%159.6%155.4%157.2%158.2%155.4%156.2%156.7%156.0%153.5%158.5%143.5%166.0%161.5%171.3%
                            100.0% 72.8% 55.4% 17.3% 57.2% 39.9% 17.3% 44.1% 28.2% 15.9% 23.7% 15.3%  8.4% 15.2%  8.1%  7.1%
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                     REASONS FOR SKIING AT THIS AREA                                                QUESTION 7A
                                    #===========================ALBERTA DESTINATICNS ON LAST TRIP===========================#
                                    +---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING-----------------------+
                                                          *......TOTALS ......**.......NORQUAY......**.....*.MARMOT......**..FOR-
                              LAST                                                                                      TRESS.*
                              TRIP   TOTAL  RESI-   NON-    TOTAL  RESI-   NON-           RESI-   NON-           RESI-  NON-    RESI-
                              TOTAL   ALTA  DENT    RES.     RMS   DENT    RES.   TOTAL   DENT    RES.    TOTAL  DENT   RES.    DENT

CLOSE TO HOME/        42-1    257.1  191.1  178.6   12.5   105.9   93.4   12.5     7.4     6.9     .5     32.7   30.5    2.1    12.1
CONVENIENT                    24.1%  24.6%  30.2%   6.8%   17.3%  21.9%   6.8%   34.0%   40.4%  10.0%   31.0%  33.9%  13.9%   35.0%
                             100.0%  74.3%  69.5%   4.9%   41.2%  36.3%   4.9%    2.9%    2.7%    .2%   12.7%  11.9%    .8%    4.7%

TO SKI/GET AWAY       42-2    385.2  287.9  224.3   63.7   232.1  168.4   63.7     4.7     3.1    1.6     48.4   44.0    4.4    10.5
                              36.1%  37.1%  37.9%  34.5%   38.0%  39.5%  34.5%   21.7%   18.3%  34.3%   45.9%  48.8%  29.0%   30.6%
                             100.0%  74.7%  58.2%  16.5%   60.2%  43.7%  16.5%    1.2%     .8%    .4%   12.6%  11.4%   1.2%    2.7%

LOTS OF SNOW/GOOD     42-3    187.7  133.0   93.1   40.0   129.6   89.7   40.0     2.3     1.7     .6     10.9    8.7    2.2     2.9
CONDITIONS                    17.6%  17.1%  15.7%  21.6%   21.2%  21.1%  21.6%   10.4%    9.7%  13.1%   10.3%   9.7%  14.1%    8.5%
                             100.0%  70.9%  49.6%  21.3%   69.1%  47.8%  21.3%    1.2%     .9%    .3%    5.8%   4.7%   1.1%    1.6%

GOOD SKIING           42-4    228.2  162.1  124.2   37.9   138.4  100.4   37.9     4.9     4.1     .9     21.0   19.1    1.9     7.7
                              21.4%  20.9%  21.0%  20.5%   22.7%  23.6%  20.5%   22.7%   23.6%  19.1%   19.9%  21.2%  12.5%   22.4%
                             100.0%  71.0%  54.4%  16.6%   60.6%  44.0%  16.6%    2.2%    1.8%    .4%    9.2%   8.4%    .8%    3.4%

GOOD PRICE/VALUE/DEAL 42-5     98.5   72.8   59.9   12.9    51.0   38.0   12.9     8.9     8.6     .2      5.2    4.7     .5    10.4
                               9.2%   9.4%  10.1%   7.0%    8.3%   8.9%   7.0%   40.7%   50.2%   5.1%    4.9%   5.2%   3.0%   30.2%
                             100.0%  73.9%  60.8%  13.1%   51.8%  38.6%  13.1%    9.0%    8.8%    .2%    5.3%   4.8%    .5%   10.6%

VISITING/WENT WITH    42-6    212.1  129.9   88.2   41.7    95.9   54.2   41.7     1.7      .8     .9     12.1    7.9    4.2     8.3
FRIENDS/RELATIVES             19.9%  16.7%  14.9%  22.6%   15.7%  12.7%  22.6%    8.0%    4.9%  19.7%   11.5%   8.3%  27.3%   24.2%
                             100.0%  61.2%  41.6%  19.7%   45.2%  25.6%  19.7%     .8%     .4%    .4%    5.7%   3.7%   2.0%    3.9%

FRIENDLY/NICE STAFF   42-7      7.8    3.0    2.4     .6     2.6    2.0     .6       -       -      -       .1      -     .1       -
                                .7%    .4%    .4%    .3%     .4%    .5%    .3%                             .1%           .8%
                             100.0%  38.6%  30.5%   8.1%   33.7%  25.6%   8.1%                            1.5%          1.5%

RECOMMENDED           42-8     64.2   39.6   24.9   14.6    31.8   17.1   14.6      .3       -     .3      6.6    5.0    1.7     2.2
                               6.0%   5.1%   4.2%   7.9%    5.2%   4.0%   7.9%    1.3%           6.1%    6.3%   5.5%  11.1%    6.4%
                             100.0%  61.6%  38.8%  22.8%   49.5%  26.7%  22.8%     .4%            .4%   10.4%   7.7%   2.6%    3.4%

FOR BUSINESS          42-9     27.6   27.6   10.7   16.9    24.7    7.8   16.9     2.1     1.9     .1      2.4     .9    1.4     1.6
                               2.6%   3.6%   1.8%   9.1%    4.0%   1.8%   9.1%    9.5%   11.3%   2.6%    2.2%   1.0%   9.5%    4.7%
                             100.0% 100.0%  38.9%  61.1%   89.4%  28.3%  61.1%    7.5%    7.1%    .4%    8.6%   3.3%   5.3%    5.9%

NEVER BEEN/WANT TO TRY 42-0    76.5   52.0   29.4   22.6    46.4   23.9   22.6      .9       -     .9      9.4    6.1    3.3       -
IT/SOMETHING DIFFERENT         7.2%   6.7%   5.0%  12.2%    7.6%   5.6%  12.2%    4.1%          19.5%    8.9%   6.8%  21.6%
                             100.0%  68.0%  38.5%  29.5%   60.7%  31.2%  29.5%    1.2%           1.2%   12.3%   8.0%   4.3%

ACCOMMODATION         42-X     43.0   22.2   20.7    1.5    22.2   20.7    1.5      .1       -     .1      4.3    4.3      *       -
                               4.0%   2.9%   3.5%    .8%    3.6%   4.9%    .8%     .5%           2.2%    4.1%   4.7%    .1%
                             100.0%  51.6%  48.2%   3.5%   51.6%  48.2%   3.5%     .2%            .2%   10.0%   9.9%      *

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REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | | ALBERTA DESTINATIONS ON LAST TRIP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | LAST TRIP TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL RMS | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | NON-RES. | RESI-DENT |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | 3.6<br>.5%<br>58.1% | .8<br>.1%<br>13.3% | 2.8<br>1.5%<br>44.8% | 3.6<br>.6%<br>58.1% | .8<br>.2%<br>13.3% | 2.8<br>1.5%<br>44.8% | .1<br>.3%<br>1.0% | - | .1<br>1.4%<br>1.0% | .3<br>.3%<br>4.4% | - | .3<br>1.8%<br>4.4% | - |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 12.6<br>1.6%<br>42.2% | 11.5<br>1.9%<br>38.5% | 1.1<br>.6%<br>3.7% | 12.6<br>2.1%<br>42.2% | 11.5<br>2.7%<br>38.5% | 1.1<br>.6%<br>3.7% | 3.1<br>14.3%<br>10.4% | 2.9<br>16.9%<br>9.7% | .2<br>4.5%<br>.7% | .3<br>.3%<br>1.1% | - | .3<br>2.1%<br>1.1% | 2.0<br>5.9%<br>6.8% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | 1.3<br>.2%<br>51.3% | - | 1.3<br>.7%<br>51.3% | 1.3<br>.2%<br>51.3% | - | 1.3<br>.7%<br>51.3% | - | - | - | - | - | - | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | .9<br>.1%<br>100.0% | - | .9<br>.5%<br>100.0% | .9<br>.2%<br>100.0% | - | .9<br>.5%<br>100.0% | *<br>.1%<br>2.2% | - | *<br>.4%<br>2.2% | - | - | - | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | 19.3<br>2.5%<br>63.1% | 15.5<br>2.6%<br>50.5% | 3.9<br>2.1%<br>12.6% | 17.9<br>2.9%<br>58.5% | 14.1<br>3.3%<br>45.9% | 3.9<br>2.1%<br>12.6% | .1<br>.2%<br>.2% | - | .1<br>1.1%<br>.2% | 3.3<br>3.1%<br>10.7% | 3.0<br>3.4%<br>9.9% | .3<br>1.7%<br>.8% | - |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | 8.3<br>1.1%<br>50.8% | 5.8<br>1.0%<br>35.5% | 2.5<br>1.4%<br>15.3% | 6.9<br>1.1%<br>42.3% | 4.4<br>1.0%<br>27.0% | 2.5<br>1.4%<br>15.3% | *<br>.1%<br>.1% | - | *<br>.3%<br>.1% | .8<br>.8%<br>5.2% | .8<br>.9%<br>5.2% | - | - |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | 35.0<br>4.5%<br>71.2% | 35.0<br>5.9%<br>71.2% | - | 13.0<br>2.1%<br>26.5% | 13.0<br>3.1%<br>26.5% | - | - | - | - | 2.8<br>2.7%<br>5.8% | 2.8<br>3.1%<br>5.8% | - | 3.0<br>8.6%<br>6.1% |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | 9.1<br>1.2%<br>100.0% | 9.1<br>1.5%<br>100.0% | - | 4.6<br>.8%<br>50.7% | 4.6<br>1.1%<br>50.7% | - | - | - | - | .2<br>.2%<br>2.1% | .2<br>.2%<br>2.1% | - | - |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | 14.0<br>1.8%<br>69.9% | 11.0<br>1.9%<br>54.8% | 3.0<br>1.6%<br>15.0% | 12.9<br>2.1%<br>64.1% | 9.9<br>2.3%<br>49.1% | 3.0<br>1.6%<br>15.0% | .6<br>2.7%<br>2.9% | .2<br>1.4%<br>1.2% | .3<br>7.2%<br>1.7% | 3.0<br>2.9%<br>15.0% | 2.7<br>3.0%<br>13.3% | .3<br>2.3%<br>1.7% | .7<br>2.1%<br>3.6% |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | .7<br>.1%<br>100.0% | - | .7<br>.4%<br>100.0% | .7<br>.1%<br>100.0% | - | .7<br>.4%<br>100.0% | - | - | - | - | - | - | - |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | 6.2<br>.8%<br>100.0% | - | 6.2<br>3.3%<br>100.0% | 6.2<br>1.0%<br>100.0% | - | 6.2<br>3.3%<br>100.0% | *<br>*<br>.1% | - | *<br>.1%<br>.1% | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>165.0%<br>100.0% | 776.6<br>158.9%<br>72.8% | 591.9<br>159.6%<br>55.4% | 184.8<br>155.4%<br>17.3% | 610.6<br>157.2%<br>57.2% | 425.8<br>158.2%<br>39.3% | 184.8<br>155.4%<br>17.3% | 21.9<br>170.6%<br>2.0% | 17.2<br>176.7%<br>1.6% | 4.6<br>146.7%<br>.4% | 105.4<br>153.4%<br>9.9% | 90.1<br>156.2%<br>8.4% | 15.3<br>150.8%<br>1.4% | 34.5<br>178.6%<br>3.2% |

REASONS FOR SKIING AT THIS AREA QUESTION 7A

#===ALBERTA DESTINATION ON LAST TRIP===#FLATLAND#==OUT-OF-PROV.DESTINATION(LAST TRIP)==#

+----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+

| | | LAST TRIP TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1<br>24.1%<br>100.0% | 191.1<br>24.6%<br>74.3% | 178.6<br>30.2%<br>69.5% | 12.5<br>6.8%<br>4.9% | 105.9<br>17.3%<br>41.2% | 93.4<br>21.9%<br>36.3% | 85.2<br>51.3%<br>33.1% | 66.0<br>22.7%<br>25.7% | 33.9<br>20.7%<br>15.1% | 34.0<br>29.3%<br>13.2% | 21.4<br>22.4%<br>8.3% | 14.5<br>19.6%<br>5.6% |
| TO SKI/GET AWAY | 42-2 | 385.2<br>36.1%<br>100.0% | 287.9<br>37.1%<br>74.7% | 224.3<br>37.9%<br>58.2% | 63.7<br>34.5%<br>16.5% | 232.1<br>38.0%<br>60.2% | 168.4<br>39.5%<br>43.7% | 55.9<br>33.7%<br>14.5% | 97.3<br>33.5%<br>25.3% | 55.3<br>29.4%<br>14.4% | 33.5<br>28.9%<br>8.7% | 40.4<br>42.2%<br>10.5% | 26.4<br>35.9%<br>6.8% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7<br>17.6%<br>100.0% | 133.0<br>17.1%<br>70.9% | 93.1<br>15.7%<br>49.6% | 40.0<br>21.6%<br>21.3% | 129.6<br>21.2%<br>69.1% | 89.7<br>21.1%<br>47.9% | 3.4<br>2.0%<br>1.8% | 54.7<br>18.8%<br>29.1% | 37.3<br>19.9%<br>19.9% | 20.3<br>17.5%<br>10.8% | 17.4<br>18.1%<br>9.2% | 6.6<br>8.9%<br>3.5% |
| GOOD SKIING | 42-4 | 228.2<br>21.4%<br>100.0% | 162.1<br>20.9%<br>71.0% | 124.2<br>21.0%<br>54.4% | 37.9<br>20.5%<br>16.6% | 138.4<br>22.7%<br>60.6% | 100.4<br>23.6%<br>44.0% | 23.7<br>14.3%<br>10.4% | 66.1<br>22.7%<br>29.0% | 39.5<br>21.0%<br>17.3% | 31.4<br>27.1%<br>13.8% | 26.6<br>27.8%<br>11.7% | 22.3<br>30.3%<br>9.3% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5<br>9.2%<br>100.0% | 72.8<br>9.4%<br>73.9% | 59.9<br>10.1%<br>60.8% | 12.9<br>7.0%<br>13.1% | 51.0<br>8.3%<br>51.8% | 38.0<br>8.9%<br>38.6% | 21.8<br>13.1%<br>22.2% | 25.7<br>8.8%<br>26.1% | 9.0<br>4.8%<br>9.1% | 6.4<br>5.5%<br>6.5% | 12.3<br>12.9%<br>12.5% | 7.9<br>10.7%<br>8.0% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1<br>19.9%<br>100.0% | 129.9<br>16.7%<br>61.2% | 88.2<br>14.9%<br>41.6% | 41.7<br>22.6%<br>19.7% | 95.9<br>15.7%<br>45.2% | 54.2<br>12.7%<br>25.6% | 34.0<br>20.5%<br>16.0% | 82.2<br>28.3%<br>38.8% | 65.1<br>34.7%<br>30.7% | 24.1<br>20.8%<br>11.4% | 16.1<br>16.8%<br>7.6% | 13.7<br>18.7%<br>6.5% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8<br>.7%<br>100.0% | 3.0<br>.4%<br>38.6% | 2.4<br>.4%<br>30.5% | .6<br>.3%<br>8.1% | 2.6<br>.4%<br>33.7% | 2.0<br>.5%<br>25.6% | .4<br>.2%<br>4.9% | 4.8<br>1.6%<br>61.4% | - | - | 4.8<br>5.0%<br>61.4% | 4.8<br>6.5%<br>61.4% |
| RECOMMENDED | 42-8 | 64.2<br>6.0%<br>100.0% | 39.6<br>5.1%<br>61.6% | 24.9<br>4.2%<br>38.8% | 14.6<br>7.9%<br>22.8% | 31.8<br>5.2%<br>49.5% | 17.1<br>4.0%<br>26.7% | 7.8<br>4.7%<br>12.1% | 24.6<br>8.5%<br>38.4% | 16.9<br>9.0%<br>26.3% | 16.9<br>14.6%<br>26.3% | 3.4<br>3.5%<br>5.3% | 3.4<br>4.6%<br>5.3% |
| FOR BUSINESS | 42-9 | 27.6<br>2.6%<br>100.0% | 27.6<br>3.6%<br>100.0% | 10.7<br>1.8%<br>38.9% | 16.9<br>9.1%<br>61.1% | 24.7<br>4.0%<br>89.4% | 7.8<br>1.8%<br>28.3% | 2.9<br>1.8%<br>10.6% | - | - | - | - | - |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5<br>7.2%<br>100.0% | 52.0<br>6.7%<br>68.0% | 29.4<br>5.0%<br>38.5% | 22.6<br>12.2%<br>29.5% | 46.4<br>7.6%<br>60.7% | 23.9<br>5.6%<br>31.2% | 5.6<br>3.4%<br>7.3% | 24.5<br>8.4%<br>32.0% | 12.7<br>6.8%<br>16.7% | 7.0<br>6.1%<br>9.2% | 7.4<br>7.7%<br>9.6% | 7.4<br>10.0%<br>9.6% |
| ACCOMMODATION | 42-X | 43.0<br>4.0%<br>100.0% | 22.2<br>2.9%<br>51.6% | 20.7<br>3.5%<br>48.2% | 1.5<br>.8%<br>3.5% | 22.2<br>3.6%<br>51.6% | 20.7<br>4.9%<br>48.2% | - | 20.8<br>7.1%<br>48.4% | 10.0<br>5.3%<br>23.3% | 9.3<br>8.1%<br>21.7% | 10.8<br>11.3%<br>25.1% | - |

CONTINUED

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

|  |  | #===ALBERTA DESTINATION ON LAST TRIP===#<br>+----TOTAL ALBERTA-----++ |  |  |  | ------RMS-------++ |  | FLATLAND#<br>SKIING++ | ==OUT-OF-PROV.DESTINATION(LAST TRIP)==#<br>TOTAL-++ | ------B.C.------++ |  | ----U.S.A.-----+ |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | LAST TRIP TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | 3.6<br>.5%<br>58.1% | .8<br>.1%<br>13.3% | 2.8<br>1.5%<br>44.8% | 3.6<br>.6%<br>58.1% | .8<br>.2%<br>13.3% | - | 2.6<br>.9%<br>41.9% | 2.6<br>1.4%<br>41.9% | 2.6<br>2.2%<br>41.9% | - | - |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 12.6<br>1.6%<br>42.2% | 11.5<br>1.9%<br>38.5% | 1.1<br>.6%<br>3.7% | 12.6<br>2.1%<br>42.2% | 11.5<br>2.7%<br>38.5% | - | 17.2<br>5.9%<br>57.8% | 13.4<br>7.1%<br>44.9% | 5.3<br>4.6%<br>17.3% | 3.8<br>4.0%<br>12.9% | - |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | 1.3<br>.2%<br>51.3% | - | 1.3<br>.7%<br>51.3% | 1.3<br>.2%<br>51.3% | - | - | 1.2<br>.4%<br>48.7% | 1.2<br>.7%<br>43.7% | 1.2<br>1.1%<br>48.7% | - | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | .9<br>.1%<br>100.0% | - | .9<br>.5%<br>100.0% | .9<br>.2%<br>100.0% | - | - | - | - | - | - | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | 19.3<br>2.5%<br>63.1% | 15.5<br>2.6%<br>50.5% | 3.9<br>2.1%<br>12.6% | 17.9<br>2.9%<br>58.5% | 14.1<br>3.3%<br>45.9% | 1.4<br>.8%<br>4.5% | 11.3<br>3.9%<br>36.9% | 1.9<br>1.0%<br>6.1% | 1.9<br>1.6%<br>6.1% | 9.5<br>9.9%<br>30.8% | 5.6<br>7.6%<br>18.3% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | 8.3<br>1.1%<br>50.8% | 5.8<br>1.0%<br>35.5% | 2.5<br>1.4%<br>15.3% | 6.9<br>1.1%<br>42.3% | 4.4<br>1.0%<br>27.0% | 1.4<br>.8%<br>8.5% | 8.0<br>2.8%<br>49.2% | 5.2<br>2.8%<br>31.9% | 3.5<br>3.0%<br>21.4% | 2.8<br>2.9%<br>17.2% | 2.8<br>3.8%<br>17.2% |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | 35.0<br>4.5%<br>71.2% | 35.0<br>5.9%<br>71.2% | - | 13.0<br>2.1%<br>26.5% | 13.0<br>3.1%<br>26.5% | 22.0<br>13.2%<br>44.7% | 14.2<br>4.9%<br>28.8% | 12.4<br>6.6%<br>25.2% | 9.8<br>8.5%<br>19.9% | 1.8<br>1.9%<br>3.6% | 1.8<br>2.4%<br>3.6% |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | 9.1<br>1.2%<br>100.0% | 9.1<br>1.5%<br>100.0% | - | 4.6<br>.8%<br>50.7% | 4.6<br>1.1%<br>50.7% | 4.5<br>2.7%<br>49.3% | - | - | - | - | - |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | 14.0<br>1.8%<br>69.9% | 11.0<br>1.9%<br>54.8% | 3.0<br>1.6%<br>15.0% | 12.9<br>2.1%<br>64.1% | 9.9<br>2.3%<br>49.1% | 1.1<br>.7%<br>5.7% | 6.1<br>2.1%<br>30.1% | .4<br>.2%<br>1.9% | .4<br>.3%<br>1.9% | 5.7<br>5.9%<br>28.2% | 5.7<br>7.7%<br>28.2% |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | .7<br>.1%<br>100.0% | - | .7<br>.4%<br>100.0% | .7<br>.1%<br>100.0% | - | - | - | - | - | - | - |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | 6.2<br>.8%<br>100.0% | - | 6.2<br>3.3%<br>100.0% | 6.2<br>1.0%<br>100.0% | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5<br>165.0%<br>100.0% | 776.6<br>158.9%<br>72.8% | 591.9<br>159.6%<br>55.4% | 184.8<br>155.4%<br>17.3% | 610.6<br>157.2%<br>57.2% | 425.8<br>158.2%<br>39.9% | 166.0<br>163.2%<br>15.6% | 290.8<br>181.3%<br>27.2% | 187.8<br>171.4%<br>17.6% | 115.9<br>179.2%<br>10.9% | 95.7<br>192.3%<br>9.0% | 73.6<br>166.6%<br>6.9% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1 | 11.5 | 34.0 | 68.0 | 95.4 | 48.2 | 117.7 | 54.6 | 63.0 | 137.0 | 82.5 | 54.5 |
| | | 24.1% | 39.7% | 19.9% | 26.6% | 25.0% | 20.9% | 37.3% | 31.3% | 44.6% | 18.4% | 16.8% | 21.4% |
| | | 100.0% | 4.5% | 13.2% | 26.5% | 37.1% | 18.7% | 45.8% | 21.3% | 24.5% | 53.3% | 32.1% | 21.2% |
| TO SKI/GET AWAY | 42-2 | 385.2 | 12.0 | 66.8 | 87.8 | 151.1 | 67.6 | 107.4 | 70.6 | 36.8 | 275.0 | 189.2 | 85.7 |
| | | 36.1% | 41.4% | 39.1% | 34.3% | 39.6% | 29.4% | 34.0% | 40.4% | 26.0% | 36.9% | 38.6% | 33.6% |
| | | 100.0% | 3.1% | 17.3% | 22.8% | 39.2% | 17.5% | 27.9% | 18.3% | 9.5% | 71.4% | 49.1% | 22.3% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7 | 4.6 | 28.8 | 30.4 | 64.2 | 59.7 | 46.8 | 25.1 | 21.7 | 140.0 | 90.9 | 49.1 |
| | | 17.6% | 16.0% | 16.8% | 11.9% | 16.8% | 25.9% | 14.8% | 14.4% | 15.4% | 18.8% | 18.6% | 19.3% |
| | | 100.0% | 2.5% | 15.3% | 16.2% | 34.2% | 31.8% | 24.9% | 13.4% | 11.6% | 74.6% | 48.4% | 26.2% |
| GOOD SKIING | 42-4 | 228.2 | 4.3 | 29.3 | 55.7 | 78.1 | 60.8 | 71.8 | 31.1 | 40.8 | 155.2 | 114.3 | 40.9 |
| | | 21.4% | 14.8% | 17.1% | 21.7% | 20.5% | 26.4% | 22.8% | 17.8% | 28.9% | 20.8% | 23.3% | 16.0% |
| | | 100.0% | 1.9% | 12.8% | 24.4% | 34.2% | 26.7% | 31.5% | 13.6% | 17.9% | 68.0% | 50.1% | 17.9% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5 | 2.6 | 12.0 | 26.1 | 33.3 | 24.5 | 33.2 | 18.8 | 14.4 | 64.0 | 37.0 | 27.0 |
| | | 9.2% | 8.9% | 7.0% | 10.2% | 8.7% | 10.6% | 10.5% | 10.8% | 10.2% | 8.6% | 7.5% | 10.6% |
| | | 100.0% | 2.6% | 12.2% | 26.5% | 33.8% | 24.9% | 33.7% | 19.1% | 14.6% | 65.0% | 37.6% | 27.4% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1 | 6.3 | 48.1 | 53.5 | 78.8 | 25.4 | 46.2 | 29.3 | 16.9 | 165.3 | 110.4 | 54.9 |
| | | 19.9% | 21.7% | 28.1% | 20.9% | 20.7% | 11.0% | 14.6% | 16.8% | 12.0% | 22.2% | 22.5% | 21.5% |
| | | 100.0% | 3.0% | 22.7% | 25.2% | 37.2% | 12.0% | 21.8% | 13.8% | 8.0% | 77.9% | 52.0% | 25.9% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8 | - | 1.3 | 4.0 | 2.0 | .5 | 1.1 | .4 | .8 | 6.6 | 5.7 | .9 |
| | | .7% | | .7% | 1.6% | .5% | .2% | .4% | .2% | .5% | .9% | 1.2% | .4% |
| | | 100.0% | | 16.2% | 51.4% | 25.6% | 6.7% | 14.6% | 4.9% | 9.7% | 85.4% | 73.5% | 11.9% |
| RECOMMENDED | 42-8 | 64.2 | .1 | 6.2 | 15.0 | 23.2 | 19.7 | 15.9 | 9.4 | 7.5 | 48.3 | 34.6 | 13.7 |
| | | 6.0% | .4% | 3.6% | 5.9% | 6.1% | 8.6% | 5.0% | 4.8% | 5.3% | 6.5% | 7.1% | 5.4% |
| | | 100.0% | .2% | 9.7% | 23.3% | 36.1% | 30.7% | 24.8% | 13.1% | 11.7% | 75.2% | 53.9% | 21.3% |
| FOR BUSINESS | 42-9 | 27.6 | - | 2.2 | 8.0 | 10.3 | 7.0 | 5.8 | 5.6 | .2 | 21.0 | 17.8 | 3.2 |
| | | 2.6% | | 1.3% | 3.1% | 2.7% | 3.0% | 1.9% | 3.2% | .1% | 2.6% | 3.6% | 1.3% |
| | | 100.0% | | 8.0% | 29.1% | 37.4% | 25.4% | 21.0% | 20.2% | .7% | 76.3% | 64.6% | 11.7% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5 | .4 | 11.0 | 15.4 | 34.7 | 14.9 | 16.3 | 9.8 | 6.5 | 58.8 | 39.0 | 19.8 |
| | | 7.2% | 1.5% | 6.4% | 6.0% | 9.1% | 5.5% | 5.2% | 5.6% | 4.6% | 7.9% | 8.0% | 7.8% |
| | | 100.0% | .6% | 14.3% | 20.2% | 45.4% | 19.5% | 21.3% | 12.9% | 8.6% | 76.8% | 50.9% | 25.9% |
| ACCOMMODATION | 42-X | 43.0 | 1.9 | 8.6 | 6.8 | 12.6 | 13.1 | .6 | - | .6 | 42.3 | 28.8 | 13.6 |
| | | 4.0% | 6.6% | 5.0% | 2.7% | 3.3% | 5.7% | .2% | | .5% | 5.7% | 5.9% | 5.3% |
| | | 100.0% | 4.4% | 20.1% | 15.8% | 29.3% | 30.4% | 1.5% | | 1.5% | 98.5% | 66.9% | 31.6% |

CONTINUED

REASONS FOR SKIING AT THIS AREA QUESTION 7A

|  |  |  | TRIP TIMING |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | SEASON |  |  |  |  | PERIOD SKIED |  |  |  |  |  |
|  |  |  |  |  |  |  |  | DAY SKIING |  |  | OVERNIGHT SKIING |  |  |
|  |  | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | - | .4<br>.2%<br>5.9% | 2.9<br>1.1%<br>46.8% | 2.8<br>.7%<br>45.2% | .1<br>.1%<br>2.1% | .1<br>*<br>.9% | - | .1<br>*<br>.9% | 6.1<br>.8%<br>99.1% | 2.6<br>.5%<br>42.9% | 3.5<br>1.4%<br>56.2% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 1.0<br>3.6%<br>3.5% | 5.8<br>3.4%<br>19.5% | 1.7<br>.7%<br>5.7% | 15.4<br>4.0%<br>51.8% | 5.8<br>2.5%<br>19.5% | 9.8<br>2.8%<br>29.5% | 4.1<br>2.4%<br>13.9% | 4.6<br>3.3%<br>15.6% | 21.0<br>2.8%<br>70.5% | 8.7<br>1.8%<br>29.1% | 12.3<br>4.8%<br>41.4% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | - | .3<br>.2%<br>10.9% | 1.6<br>.6%<br>63.7% | - | .6<br>.3%<br>25.3% | *<br>*<br>1.0% | *<br>*<br>1.0% | - | 2.5<br>.3%<br>99.0% | 2.4<br>.5%<br>92.6% | .2<br>.1%<br>6.4% |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | - | .2<br>.1%<br>19.0% | .2<br>.1%<br>25.1% | .5<br>.1%<br>54.2% | *<br>*<br>1.6% | - | - | - | .9<br>.1%<br>100.0% | .9<br>.2%<br>100.0% | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | .5<br>1.8%<br>1.7% | 2.2<br>1.3%<br>7.3% | 5.1<br>2.0%<br>16.5% | 14.2<br>3.7%<br>46.2% | 8.7<br>3.8%<br>28.4% | 4.2<br>1.3%<br>13.7% | 2.8<br>1.6%<br>9.2% | 1.4<br>1.0%<br>4.5% | 26.5<br>3.6%<br>86.3% | 19.5<br>4.0%<br>63.5% | 7.0<br>2.7%<br>22.8% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | - | 3.8<br>2.2%<br>23.4% | 3.9<br>1.5%<br>23.8% | 7.3<br>1.9%<br>44.4% | 1.4<br>.6%<br>8.4% | 2.2<br>.7%<br>13.7% | - | 2.2<br>1.6%<br>13.7% | 14.1<br>1.9%<br>86.3% | 7.8<br>1.6%<br>47.7% | 6.3<br>2.5%<br>38.7% |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | 1.0<br>3.3%<br>2.0% | 9.8<br>5.7%<br>20.0% | 14.7<br>5.8%<br>30.0% | 23.7<br>6.2%<br>48.1% | - | 24.4<br>7.7%<br>49.7% | 21.2<br>12.2%<br>43.1% | 3.2<br>2.3%<br>6.5% | 23.5<br>3.2%<br>47.8% | 19.2<br>3.9%<br>39.1% | 4.3<br>1.7%<br>8.7% |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | .2<br>.7%<br>2.1% | .6<br>.4%<br>6.7% | 2.5<br>1.0%<br>27.4% | 1.4<br>.4%<br>15.2% | 4.4<br>1.9%<br>48.7% | 2.8<br>.9%<br>30.8% | 2.2<br>1.3%<br>24.0% | .6<br>.4%<br>6.8% | 6.3<br>.8%<br>69.2% | 4.4<br>.9%<br>48.7% | 1.9<br>.7%<br>20.5% |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | .4<br>1.4%<br>2.1% | 2.3<br>1.4%<br>11.7% | 2.2<br>.9%<br>11.1% | 2.2<br>.6%<br>10.7% | 13.0<br>5.6%<br>64.5% | 4.9<br>1.5%<br>24.2% | 1.9<br>1.1%<br>9.3% | 3.0<br>2.1%<br>14.9% | 15.2<br>2.0%<br>75.8% | 10.0<br>2.0%<br>50.0% | 5.2<br>2.0%<br>25.9% |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | - | - | - | .1<br>*<br>20.5% | .5<br>.2%<br>79.5% | - | - | - | .7<br>.1%<br>100.0% | .4<br>.1%<br>54.7% | .3<br>.1%<br>45.3% |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | - | .3<br>.2%<br>4.4% | 1.0<br>.4%<br>16.9% | .8<br>.2%<br>13.3% | 4.0<br>1.7%<br>65.4% | .1<br>*<br>1.2% | .1<br>*<br>1.2% | - | 6.1<br>.8%<br>98.8% | 5.6<br>1.1%<br>91.3% | .5<br>.2%<br>7.5% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5<br>165.0%<br>100.0% | 28.9<br>161.8%<br>2.7% | 171.0<br>160.1%<br>16.0% | 256.2<br>159.0%<br>24.0% | 381.2<br>170.8%<br>35.7% | 230.3<br>164.9%<br>21.6% | 315.8<br>161.5%<br>29.6% | 174.6<br>163.9%<br>16.4% | 141.2<br>158.8%<br>13.2% | 745.1<br>165.9%<br>69.8% | 490.0<br>169.7%<br>45.9% | 255.1<br>158.8%<br>23.9% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 191.1<br>24.6%<br>100.0% | 17.2<br>13.1%<br>9.0% | 173.9<br>26.9%<br>91.0% | 175.8<br>29.7%<br>92.0% | 4.7<br>3.8%<br>2.5% | 12.0<br>9.1%<br>6.3% | .3<br>3.1%<br>.1% | 53.1<br>15.8%<br>27.8% | 37.3<br>30.5%<br>19.5% | 4.1<br>9.4%<br>2.1% | 57.9<br>18.4%<br>30.3% | 107.5<br>27.8%<br>56.3% | 25.6<br>35.0%<br>13.4% |
| TO SKI/GET AWAY | 42-2 | 287.9<br>37.1%<br>100.0% | 44.7<br>34.2%<br>15.5% | 243.2<br>37.7%<br>84.5% | 224.6<br>38.0%<br>78.0% | 41.8<br>33.4%<br>14.5% | 48.5<br>36.7%<br>16.9% | 2.6<br>27.7%<br>.9% | 133.2<br>39.7%<br>46.2% | 36.9<br>30.2%<br>12.8% | 20.5<br>47.4%<br>7.1% | 135.8<br>43.0%<br>47.2% | 124.2<br>32.2%<br>43.1% | 27.3<br>37.3%<br>9.5% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 133.0<br>17.1%<br>100.0% | 14.6<br>11.1%<br>11.0% | 118.5<br>18.3%<br>89.0% | 106.4<br>18.0%<br>79.9% | 25.1<br>20.0%<br>18.8% | 15.0<br>11.4%<br>11.3% | 2.9<br>31.4%<br>2.2% | 63.8<br>19.0%<br>47.9% | 24.1<br>19.7%<br>18.1% | 6.2<br>14.2%<br>4.6% | 68.7<br>21.8%<br>51.7% | 58.4<br>15.1%<br>43.9% | 5.0<br>6.8%<br>3.8% |
| GOOD SKIING | 42-4 | 162.1<br>20.9%<br>100.0% | 18.7<br>14.3%<br>11.5% | 143.4<br>22.2%<br>88.5% | 136.8<br>23.1%<br>84.4% | 22.9<br>18.3%<br>14.1% | 16.6<br>12.6%<br>10.3% | 1.9<br>20.1%<br>1.2% | 76.4<br>22.8%<br>47.1% | 19.3<br>15.8%<br>11.9% | 8.6<br>19.9%<br>5.3% | 74.4<br>23.6%<br>45.9% | 72.6<br>18.8%<br>44.8% | 15.0<br>20.5%<br>9.3% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 72.8<br>9.4%<br>100.0% | 22.5<br>17.2%<br>31.0% | 50.2<br>7.8%<br>69.0% | 45.7<br>7.7%<br>62.8% | 10.5<br>8.4%<br>14.4% | 23.5<br>17.7%<br>32.2% | .4<br>4.1%<br>.5% | 23.2<br>6.9%<br>31.9% | 9.5<br>7.8%<br>13.1% | 8.9<br>20.7%<br>12.3% | 28.7<br>9.1%<br>39.5% | 37.4<br>9.7%<br>51.4% | 6.7<br>9.1%<br>9.2% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 129.9<br>16.7%<br>100.0% | 22.5<br>17.2%<br>17.3% | 107.4<br>16.6%<br>82.7% | 89.7<br>15.2%<br>69.1% | 31.7<br>25.4%<br>24.4% | 28.1<br>21.2%<br>21.6% | 1.6<br>16.8%<br>1.2% | 42.6<br>12.7%<br>32.8% | 45.4<br>37.2%<br>35.0% | 4.5<br>10.4%<br>3.5% | 40.6<br>12.9%<br>31.3% | 74.0<br>19.2%<br>56.9% | 14.6<br>20.0%<br>11.3% |
| FRIENDLY/NICE STAFF | 42-7 | 3.0<br>.4%<br>100.0% | 1.2<br>.9%<br>41.2% | 1.8<br>.3%<br>58.8% | 3.0<br>.5%<br>100.0% | *<br>*<br>.5% | - | - | 1.8<br>.5%<br>59.8% | .1<br>.1%<br>2.5% | - | 1.9<br>.6%<br>62.2% | 1.1<br>.3%<br>37.8% | - |
| RECOMMENDED | 42-8 | 39.6<br>5.1%<br>100.0% | 7.4<br>5.6%<br>13.7% | 32.2<br>5.0%<br>81.3% | 29.1<br>4.9%<br>73.6% | 10.0<br>8.0%<br>25.2% | 8.6<br>6.5%<br>21.7% | .4<br>3.9%<br>.9% | 15.9<br>4.7%<br>40.1% | 7.7<br>6.3%<br>19.4% | .2<br>.6%<br>.6% | 19.8<br>6.3%<br>50.1% | 18.3<br>4.7%<br>46.2% | 1.5<br>2.0%<br>3.7% |
| FOR BUSINESS | 42-9 | 27.6<br>3.6%<br>100.0% | 4.1<br>3.1%<br>14.9% | 23.5<br>3.6%<br>85.1% | 15.4<br>2.6%<br>55.8% | 12.9<br>10.3%<br>46.7% | 5.0<br>3.7%<br>18.0% | 2.2<br>23.9%<br>8.1% | 14.2<br>4.2%<br>51.6% | 4.5<br>3.6%<br>16.2% | 2.7<br>6.2%<br>9.8% | 9.3<br>2.9%<br>33.6% | 16.0<br>4.1%<br>58.0% | 2.3<br>3.2%<br>8.4% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 52.0<br>6.7%<br>100.0% | 13.2<br>10.1%<br>25.3% | 38.9<br>6.0%<br>74.7% | 34.3<br>5.8%<br>65.9% | 16.3<br>13.0%<br>31.2% | 12.1<br>9.1%<br>23.2% | 1.8<br>19.4%<br>3.5% | 32.6<br>9.7%<br>62.7% | 2.0<br>1.6%<br>3.8% | 2.5<br>5.7%<br>4.7% | 18.5<br>5.9%<br>35.5% | 30.4<br>7.9%<br>58.4% | 3.2<br>4.3%<br>6.1% |
| ACCOMMODATION | 42-X | 22.2<br>2.9%<br>100.0% | 5.1<br>3.9%<br>23.1% | 17.1<br>2.6%<br>76.9% | 20.0<br>3.4%<br>90.1% | .9<br>.7%<br>4.0% | .3<br>.2%<br>1.2% | .1<br>1.0%<br>.4% | 16.9<br>5.0%<br>76.2% | 2.9<br>2.3%<br>12.9% | 2.4<br>5.6%<br>11.0% | 8.8<br>2.8%<br>39.6% | 9.8<br>2.5%<br>44.2% | 3.6<br>4.9%<br>16.3% |

CONTINUED

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| ADVERTISING | 42-R | 3.6<br>.5%<br>100.0% | 1.7<br>1.3%<br>47.1% | 1.9<br>.3%<br>52.9% | 1.5<br>.3%<br>42.4% | 2.3<br>1.9%<br>65.5% | 1.4<br>1.0%<br>38.5% | - | 2.6<br>.8%<br>71.9% | .9<br>.7%<br>25.4% | .1<br>.2%<br>2.7% | 1.5<br>.5%<br>43.0% | 1.9<br>.5%<br>54.3% | .1<br>.1%<br>2.7% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 12.6<br>1.6%<br>100.0% | .6<br>.4%<br>4.7% | 12.0<br>1.9%<br>95.3% | 12.2<br>2.1%<br>97.5% | .9<br>.7%<br>7.1% | *<br>*<br>.3% | - | 4.6<br>1.4%<br>36.3% | .1<br>.1%<br>.3% | .1<br>.2%<br>.5% | 5.3<br>1.7%<br>41.8% | 6.7<br>1.7%<br>53.5% | .6<br>.8%<br>4.6% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 1.3<br>.2%<br>100.0% | .6<br>.4%<br>42.8% | .8<br>.1%<br>57.2% | .9<br>.2%<br>69.8% | 1.1<br>.9%<br>81.8% | .1<br>.1%<br>8.4% | - | 1.0<br>.3%<br>79.6% | .3<br>.2%<br>20.4% | - | .3<br>.1%<br>26.6% | 1.0<br>.3%<br>73.4% | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | .3<br>.2%<br>27.3% | .7<br>.1%<br>72.7% | .2<br>*<br>24.4% | .7<br>.6%<br>75.6% | .4<br>.3%<br>43.6% | - | .6<br>.2%<br>69.6% | .3<br>.2%<br>30.4% | - | .2<br>.1%<br>20.1% | .7<br>.2%<br>79.9% | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 19.3<br>2.5%<br>100.0% | 3.2<br>2.4%<br>16.5% | 16.1<br>2.5%<br>83.5% | 15.0<br>2.5%<br>77.7% | 2.9<br>2.3%<br>14.8% | 1.9<br>1.4%<br>9.6% | .3<br>2.8%<br>1.3% | 10.3<br>3.1%<br>53.4% | 2.0<br>1.6%<br>10.3% | 3.3<br>7.6%<br>16.9% | 10.4<br>3.3%<br>53.9% | 6.6<br>1.7%<br>34.4% | 1.3<br>1.8%<br>6.9% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 8.3<br>1.1%<br>100.0% | 1.4<br>1.1%<br>17.0% | 6.9<br>1.1%<br>83.0% | 6.1<br>1.0%<br>73.7% | 2.5<br>2.0%<br>30.1% | .2<br>.1%<br>2.2% | - | 6.1<br>1.8%<br>72.8% | *<br>*<br>.3% | - | 7.3<br>2.3%<br>87.4% | 1.0<br>.3%<br>12.6% | - |
| SCHOOL/COMMUNITY GROUP | 43-6 | 35.0<br>4.5%<br>100.0% | 25.4<br>19.4%<br>72.6% | 9.6<br>1.5%<br>27.4% | 2.1<br>.4%<br>6.0% | - | 32.9<br>24.9%<br>94.0% | - | 10.6<br>3.2%<br>30.2% | - | - | 13.9<br>4.4%<br>39.6% | 17.4<br>4.5%<br>49.8% | 3.7<br>5.0%<br>10.5% |
| ANNUAL SKI PASS | 43-7 | 9.1<br>1.2%<br>100.0% | - | 9.1<br>1.4%<br>100.0% | 9.1<br>1.5%<br>100.0% | - | - | - | 4.4<br>1.3%<br>48.7% | 1.9<br>1.5%<br>20.5% | - | 5.8<br>1.8%<br>63.9% | 3.1<br>.8%<br>34.0% | .2<br>.3%<br>2.1% |
| OTHER | 43-0 | 14.0<br>1.8%<br>100.0% | 1.9<br>1.5%<br>13.6% | 12.1<br>1.9%<br>86.4% | 12.0<br>2.0%<br>85.5% | 2.0<br>1.6%<br>13.9% | 1.5<br>1.1%<br>10.6% | .6<br>6.4%<br>4.3% | 4.7<br>1.4%<br>33.4% | 4.0<br>3.2%<br>28.2% | 1.2<br>2.8%<br>8.6% | 5.4<br>1.7%<br>38.2% | 8.6<br>2.2%<br>61.1% | .1<br>.1%<br>.6% |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | .2<br>.1%<br>24.8% | .5<br>.1%<br>75.2% | .3<br>*<br>45.3% | .4<br>.3%<br>54.7% | - | - | .7<br>.2%<br>100.0% | - | - | .4<br>.1%<br>54.7% | .3<br>.1%<br>45.3% | - |
| NOT STATED | 43-R | 6.2<br>.8%<br>100.0% | 2.3<br>1.7%<br>36.7% | 3.9<br>.6%<br>63.3% | 2.9<br>.5%<br>47.7% | 4.6<br>3.7%<br>74.8% | 1.6<br>1.2%<br>25.4% | - | 3.3<br>1.0%<br>52.9% | 2.6<br>2.1%<br>41.9% | - | 4.9<br>1.6%<br>79.8% | 1.2<br>.3%<br>20.2% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>158.9%<br>100.0% | 130.9<br>159.2%<br>16.9% | 645.8<br>158.5%<br>83.1% | 591.7<br>159.4%<br>76.2% | 125.2<br>155.3%<br>16.1% | 132.2<br>158.3%<br>17.0% | 9.3<br>160.6%<br>1.2% | 335.2<br>155.7%<br>43.2% | 122.1<br>164.7%<br>15.7% | 43.3<br>150.9%<br>5.6% | 315.6<br>164.9%<br>40.6% | 386.2<br>154.9%<br>49.7% | 73.2<br>151.2%<br>9.4% |

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                       REASONS FOR SKIING AT THIS AREA                                            QUESTION 7A
                             #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)====================#
                                         +-------------PURPOSE--------------++------EXPERIENCE------+
                                                                  SKI
                                                      SKI         AND
                                        SKI           AND      BUSINESS/       FIRST         REPEAT
                              TOTAL    VACATION       VFR      CONVENTION      VISIT         VISIT

CLOSE TO HOME/       42-1     12.5       8.6          3.2          .8           4.0           8.5
CONVENIENT                     6.8%      7.0%         8.7%        3.2%          4.5%          8.9%
                             100.0%     68.6%        25.4%        6.5%         31.7%         68.3%

TO SKI/GET AWAY      42-2     63.7      44.6         11.0         6.7          26.1          37.6
                              34.5%     36.3%        30.1%       26.8%         29.4%         39.2%
                             100.0%     70.1%        17.2%       10.6%         41.0%         59.0%

LOTS OF SNOW/GOOD    42-3     40.0      27.6          7.1         3.3          15.8          24.1
CONDITIONS                    21.6%     22.5%        19.6%       13.2%         17.8%         25.1%
                             100.0%     69.1%        17.8%        8.3%         39.6%         60.4%

GOOD SKIING          42-4     37.9      25.1          6.3         5.7          14.3          23.6
                              20.5%     20.4%        17.2%       22.7%         16.2%         24.6%
                             100.0%     66.1%        16.5%       15.0%         37.8%         62.2%

GOOD PRICE/VALUE/DEAL  42-5   12.9      11.0          1.9          .2           8.5           4.4
                               7.0%      8.9%         5.2%         .9%          9.6%          4.6%
                             100.0%     84.9%        14.6%        1.8%         65.7%         34.3%

VISITING/WENT WITH   42-6     41.7      18.7         18.9         3.4          17.7          23.9
FRIENDS/RELATIVES             22.6%     15.2%        51.9%       13.6%         20.0%         24.9%
                             100.0%     45.0%        45.3%        8.2%         42.5%         57.3%

FRIENDLY/NICE STAFF  42-7       .6        .1           .1          .5            *             .6
                                .3%       .1%          .2%        1.8%           *             .6%
                             100.0%     18.5%        11.8%       72.0%          2.3%         97.7%

RECOMMENDED          42-8     14.6      12.9          1.5           *          11.2           3.5
                               7.9%     10.5%         4.0%         .2%         12.6%          3.6%
                             100.0%     88.4%        10.1%         .3%         76.3%         23.7%

FOR BUSINESS         42-9     16.9       5.4          1.5        12.0           5.3          11.6
                               9.1%      4.4%         4.1%       47.7%          6.0%         12.1%
                             100.0%     32.2%         8.9%       70.9%         31.4%         68.6%

NEVER BEEN/WANT TO TRY 42-0   22.6      18.2          2.5         2.0          18.1           4.5
IT/SOMETHING DIFFERENT        12.2%     14.8%         7.0%        8.1%         20.4%          4.7%
                             100.0%     80.7%        11.2%        9.0%         80.0%         20.0%

ACCOMMODATION        42-X      1.5       1.0           .5          -            1.1            .4
                                .8%       .8%         1.4%                      1.2%           .4%
                             100.0%     65.3%        34.7%                     71.5%         28.5%


        CONTINUED
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## REASONS FOR SKIING AT THIS AREA

QUESTION 7A

|  |  | TRAVEL BEHAVIOUR(NON-RESIDENTS) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  |  |  | PURPOSE |  |  | EXPERIENCE |  |
|  |  | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| ADVERTISING | 42-R | 2.8<br>1.5%<br>100.0% | 2.5<br>2.0%<br>89.7% | .3<br>.8%<br>10.3% | - | 2.3<br>2.6%<br>84.0% | .4<br>.5%<br>16.0% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 1.1<br>.6%<br>100.0% | 1.0<br>.8%<br>89.9% | .1<br>.3%<br>10.1% | - | .9<br>1.0%<br>77.8% | .2<br>.3%<br>22.2% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 1.3<br>.7%<br>100.0% | 1.2<br>1.0%<br>92.5% | .1<br>.3%<br>7.5% | - | .6<br>.6%<br>43.1% | .7<br>.8%<br>56.9% |
| EXCHANGE RATE | 43-3 | .9<br>.5%<br>100.0% | .8<br>.6%<br>81.5% | .2<br>.5%<br>18.5% | - | .6<br>.7%<br>69.6% | .3<br>.3%<br>30.4% |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 3.9<br>2.1%<br>100.0% | 3.6<br>2.9%<br>93.1% | .3<br>.7%<br>6.9% | *<br>.1%<br>.4% | 1.2<br>1.3%<br>30.4% | 2.7<br>2.8%<br>69.6% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 2.5<br>1.4%<br>100.0% | *<br>*<br>.6% | .2<br>.5%<br>7.8% | 2.3<br>9.2%<br>91.6% | .3<br>.4%<br>13.8% | 2.2<br>2.3%<br>86.2% |
| OTHER | 43-0 | 3.0<br>1.6%<br>100.0% | 2.1<br>1.7%<br>68.7% | .7<br>1.9%<br>22.4% | .3<br>1.1%<br>8.9% | 1.9<br>2.1%<br>62.7% | 1.1<br>1.2%<br>37.3% |
| DON'T KNOW | 43-X | .7<br>.4%<br>100.0% | .7<br>.5%<br>100.0% | - | - | .4<br>.4%<br>54.7% | .3<br>.3%<br>45.3% |
| NOT STATED | 43-R | 6.2<br>3.3%<br>100.0% | 4.6<br>3.7%<br>74.6% | 2.0<br>5.6%<br>33.2% | .1<br>.5%<br>1.9% | 4.1<br>4.7%<br>67.1% | 2.0<br>2.1%<br>32.9% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 184.8<br>155.4%<br>100.0% | 122.9<br>154.1%<br>66.5% | 36.4<br>160.0%<br>19.7% | 25.1<br>149.1%<br>13.6% | 88.7<br>151.5%<br>48.0% | 96.0<br>159.3%<br>51.9% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | LAST TRIP TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1 | 32.0 | 129.9 | 83.9 | 11.3 | 57.3 | 74.1 | 43.0 | 33.0 | 28.4 | 13.6 | 1.1 | 6.2 | .3 |
| | | 24.1% | 27.7% | 24.9% | 23.6% | 15.1% | 24.2% | 23.2% | 21.7% | 31.8% | 29.8% | 21.9% | 5.3% | 35.3% | 3.0% |
| | | 100.0% | 12.4% | 50.5% | 32.6% | 4.4% | 22.3% | 28.8% | 16.7% | 12.9% | 11.0% | 5.3% | .4% | 2.4% | .1% |
| TO SKI/GET AWAY | 42-2 | 385.2 | 48.9 | 172.4 | 133.9 | 30.0 | 111.8 | 112.6 | 70.0 | 28.4 | 26.2 | 24.8 | 3.8 | 4.7 | 2.5 |
| | | 36.1% | 42.4% | 33.1% | 37.7% | 40.1% | 47.2% | 35.2% | 35.4% | 27.4% | 27.6% | 39.9% | 18.4% | 26.9% | 21.7% |
| | | 100.0% | 12.7% | 44.8% | 34.8% | 7.8% | 29.0% | 29.2% | 18.2% | 7.4% | 6.8% | 6.4% | 1.0% | 1.2% | .6% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7 | 11.1 | 78.3 | 82.2 | 15.9 | 23.1 | 68.0 | 33.2 | 22.4 | 17.3 | 12.4 | 5.6 | 2.6 | 2.6 |
| | | 17.6% | 9.6% | 15.0% | 23.1% | 21.2% | 9.8% | 21.3% | 16.8% | 21.5% | 18.2% | 20.1% | 27.1% | 14.5% | 23.2% |
| | | 100.0% | 5.9% | 41.7% | 43.8% | 8.5% | 12.3% | 36.2% | 17.7% | 11.9% | 9.2% | 6.6% | 3.0% | 1.4% | 1.4% |
| GOOD SKIING | 42-4 | 228.2 | 15.0 | 124.4 | 81.2 | 7.6 | 42.9 | 70.9 | 29.7 | 31.0 | 26.7 | 17.6 | 3.6 | 1.9 | 3.4 |
| | | 21.4% | 13.0% | 23.9% | 22.8% | 10.2% | 18.1% | 22.2% | 15.0% | 29.9% | 28.1% | 28.3% | 17.5% | 10.7% | 30.2% |
| | | 100.0% | 6.6% | 54.5% | 35.6% | 3.3% | 18.8% | 31.1% | 13.0% | 13.6% | 11.7% | 7.7% | 1.6% | .8% | 1.5% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5 | 8.5 | 55.5 | 32.0 | 2.4 | 28.0 | 20.0 | 17.8 | 16.2 | 6.3 | 7.4 | 1.6 | .4 | .7 |
| | | 9.2% | 7.4% | 10.7% | 9.0% | 3.3% | 11.8% | 6.3% | 9.0% | 15.6% | 6.7% | 12.0% | 7.9% | 2.1% | 6.2% |
| | | 100.0% | 8.6% | 56.4% | 32.5% | 2.5% | 28.5% | 20.3% | 18.0% | 16.5% | 6.4% | 7.6% | 1.7% | .4% | .7% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1 | 19.7 | 102.1 | 78.1 | 12.2 | 45.4 | 67.6 | 49.3 | 22.2 | 9.9 | 6.2 | 3.4 | 6.2 | 1.1 |
| | | 19.9% | 17.1% | 19.6% | 22.0% | 16.3% | 19.2% | 21.1% | 24.9% | 21.4% | 10.5% | 10.1% | 16.5% | 35.1% | 9.8% |
| | | 100.0% | 9.3% | 48.2% | 36.8% | 5.7% | 21.4% | 31.9% | 23.2% | 10.5% | 4.7% | 2.9% | 1.6% | 2.9% | .5% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8 | .9 | 6.4 | .4 | - | - | .4 | .1 | 5.1 | - | .4 | - | * | 1.8 |
| | | .7% | .8% | 1.2% | .1% | | | .1% | * | 4.9% | | .7% | | .1% | 15.5% |
| | | 100.0% | 11.9% | 82.9% | 5.2% | | | 4.9% | 1.0% | 65.5% | | 5.7% | | .3% | 22.7% |
| RECOMMENDED | 42-8 | 64.2 | 12.6 | 28.9 | 18.7 | 4.1 | 16.2 | 21.6 | 12.6 | 1.5 | 8.3 | 2.2 | 1.3 | .6 | - |
| | | 6.0% | 10.9% | 5.5% | 5.3% | 5.4% | 6.8% | 6.7% | 6.4% | 1.4% | 8.7% | 3.5% | 6.1% | 3.4% | |
| | | 100.0% | 19.6% | 45.0% | 29.1% | 6.3% | 25.2% | 33.6% | 19.7% | 2.3% | 12.9% | 3.4% | 2.0% | .9% | |
| FOR BUSINESS | 42-9 | 27.6 | 2.0 | 10.6 | 9.5 | 5.4 | .2 | 5.5 | 10.6 | 2.5 | 4.6 | 2.0 | 1.3 | .9 | - |
| | | 2.6% | 1.8% | 2.0% | 2.7% | 7.3% | .1% | 1.7% | 5.3% | 2.4% | 4.8% | 3.2% | 6.5% | 5.2% | |
| | | 100.0% | 7.3% | 38.4% | 34.5% | 19.7% | .8% | 19.9% | 38.3% | 9.0% | 16.6% | 7.2% | 4.9% | 3.3% | |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5 | 9.6 | 44.4 | 19.6 | 2.9 | 7.5 | 26.8 | 19.9 | 3.1 | 8.4 | 2.5 | 5.8 | .6 | 1.5 |
| | | 7.2% | 8.3% | 8.5% | 5.5% | 3.8% | 3.2% | 8.4% | 10.0% | 3.0% | 8.9% | 4.0% | 27.9% | 3.5% | 13.7% |
| | | 100.0% | 12.5% | 58.1% | 25.7% | 3.7% | 9.8% | 35.0% | 26.0% | 4.0% | 11.0% | 3.2% | 7.6% | .8% | 2.0% |
| ACCOMMODATION | 42-X | 43.0 | 4.1 | 17.2 | 21.6 | - | 2.5 | 5.8 | 13.0 | 14.2 | 5.6 | 1.9 | .1 | - | - |
| | | 4.0% | 3.6% | 3.3% | 6.1% | | 1.0% | 1.8% | 6.6% | 13.7% | 5.9% | 2.1% | .4% | | |
| | | 100.0% | 9.6% | 40.0% | 50.4% | | 5.7% | 13.4% | 30.2% | 33.0% | 12.9% | 4.5% | .2% | | |

CONTINUED

REASONS FOR SKIING AT THIS AREA QUESTION 7A

| | | | SKIER PROFILE | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | LAST TRIP TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| ADVERTISING | 42-R | 6.2 | .2 | 4.5 | .9 | .6 | .2 | 3.6 | .7 | .1 | .5 | .1 | .4 | .6 | - |
| | | .6% | .1% | .9% | .2% | .8% | .1% | 1.1% | .4% | .1% | .5% | .1% | 1.9% | 3.2% | |
| | | 100.0% | 2.5% | 73.7% | 14.0% | 9.7% | 2.3% | 58.9% | 11.6% | 2.4% | 8.1% | 1.0% | 6.1% | 9.2% | |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8 | .5 | 17.0 | 11.4 | .8 | 2.7 | 6.0 | 7.4 | 7.0 | 2.7 | * | 2.9 | .3 | .4 |
| | | 2.8% | .4% | 3.3% | 3.2% | 1.1% | 1.1% | 1.9% | 3.7% | 6.7% | 2.9% | * | 14.1% | 1.9% | 3.8% |
| | | 100.0% | 1.6% | 57.1% | 38.4% | 2.8% | 9.0% | 20.0% | 24.9% | 23.5% | 9.0% | .1% | 9.8% | 1.2% | 1.5% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6 | .1 | 2.4 | * | - | - | .2 | .3 | .8 | - | 1.2 | - | - | - |
| | | .2% | .1% | .5% | * | | | .1% | .2% | .9% | | 2.0% | | | |
| | | 100.0% | 4.3% | 94.7% | 1.0% | | | 6.6% | 13.6% | 31.1% | | 48.7% | | | |
| EXCHANGE RATE | 43-3 | .9 | - | .2 | .7 | - | - | .3 | .2 | .2 | - | .2 | - | - | - |
| | | .1% | | * | .2% | | | .1% | .1% | .2% | | .4% | | | |
| | | 100.0% | | 26.7% | 73.3% | | | 30.4% | 20.1% | 25.7% | | 23.8% | | | |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7 | 1.5 | 15.3 | 12.1 | 1.7 | .5 | 13.9 | 3.3 | 4.4 | * | 4.4 | .7 | 1.5 | 1.8 |
| | | 2.9% | 1.3% | 2.9% | 3.4% | 2.3% | .2% | 4.3% | 1.7% | 4.3% | * | 7.1% | 3.5% | 8.7% | 16.0% |
| | | 100.0% | 4.9% | 49.8% | 39.6% | 5.7% | 1.7% | 45.4% | 10.8% | 14.4% | * | 14.4% | 2.4% | 5.0% | 5.3% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4 | * | 6.8 | 9.5 | - | 5.3 | 2.8 | 1.6 | 1.2 | 3.5 | 1.9 | - | - | - |
| | | 1.5% | * | 1.3% | 2.7% | | 2.3% | .9% | .9% | 1.2% | 3.7% | 3.0% | | | |
| | | 100.0% | .1% | 41.6% | 58.3% | | 32.6% | 17.2% | 9.7% | 7.5% | 21.4% | 11.5% | | | |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2 | 7.1 | 31.1 | 10.4 | .6 | 45.4 | - | .1 | 2.4 | 1.2 | - | - | - | - |
| | | 4.6% | 6.2% | 6.0% | 2.9% | .8% | 19.2% | | .1% | 2.3% | 1.3% | | | | |
| | | 100.0% | 14.5% | 63.2% | 21.1% | 1.3% | 92.3% | | .2% | 4.9% | 2.5% | | | | |
| ANNUAL SKI PASS | 43-7 | 9.1 | .6 | 2.5 | 6.0 | - | 2.0 | 6.3 | - | .2 | .6 | - | - | - | - |
| | | .9% | .5% | .5% | 1.7% | | .9% | 2.0% | | .2% | .6% | | | | |
| | | 100.0% | 6.7% | 27.4% | 66.0% | | 22.1% | 69.2% | | 2.1% | 6.7% | | | | |
| OTHER | 43-0 | 20.1 | 2.4 | 5.6 | 7.7 | 4.4 | 1.1 | 8.2 | 8.3 | 1.3 | .7 | .2 | .1 | - | - |
| | | 1.9% | 2.1% | 1.1% | 2.2% | 5.8% | .5% | 2.6% | 4.2% | 1.3% | .3% | .3% | .5% | | |
| | | 100.0% | 12.1% | 27.7% | 38.5% | 21.7% | 5.7% | 41.1% | 41.5% | 6.7% | 3.6% | .9% | .5% | | |
| DON'T KNOW | 43-X | .7 | - | .7 | - | - | - | .1 | .2 | - | .4 | - | - | - | - |
| | | .1% | | .1% | | | | * | .1% | | .4% | | | | |
| | | 100.0% | | 100.0% | | | | 20.5% | 24.8% | | 54.7% | | | | |
| NOT STATED | 43-R | 6.2 | .4 | 3.6 | 1.2 | .3 | * | 1.7 | 2.4 | .7 | - | - | 1.1 | .2 | - |
| | | .6% | .4% | .7% | .3% | .4% | * | .5% | 1.2% | .6% | | | 5.2% | 1.3% | |
| | | 100.0% | 6.9% | 58.3% | 20.0% | 4.5% | .6% | 26.9% | 38.5% | 10.8% | | | 17.6% | 3.8% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 115.3 | 521.0 | 355.4 | 74.8 | 236.6 | 320.0 | 197.9 | 103.8 | 95.1 | 62.0 | 20.8 | 17.7 | 11.3 |
| | | 165.0% | 153.7% | 165.0% | 174.7% | 133.9% | 165.7% | 161.5% | 163.6% | 190.7% | 159.3% | 159.7% | 158.7% | 151.9% | 143.1% |
| | | 100.0% | 10.8% | 48.8% | 33.3% | 7.0% | 22.2% | 30.0% | 18.5% | 9.7% | 8.9% | 5.8% | 1.9% | 1.7% | 1.1% |

REASONS FOR SKIING AT THIS AREA QUESTION 7A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | LAST TRIP TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1 | 244.6 | 57.0 | 70.5 | 39.8 | 31.3 | 27.2 | 18.7 | 162.2 | 94.8 | 42.7 | 52.9 | 36.2 | 76.6 |
| | | 24.1% | 27.7% | 25.1% | 27.0% | 26.5% | 38.8% | 34.3% | 22.6% | 23.9% | 24.4% | 22.0% | 19.4% | 28.8% | 24.6% |
| | | 100.0% | 95.1% | 22.2% | 27.4% | 15.5% | 12.2% | 10.6% | 7.3% | 63.1% | 36.9% | 16.6% | 20.6% | 14.1% | 29.8% |
| TO SKI/GET AWAY | 42-2 | 385.2 | 321.5 | 107.4 | 93.4 | 53.1 | 19.9 | 20.7 | 26.6 | 245.8 | 139.4 | 59.7 | 101.4 | 35.3 | 133.1 |
| | | 36.1% | 36.4% | 47.3% | 35.8% | 35.3% | 24.7% | 26.1% | 32.1% | 36.2% | 35.9% | 30.8% | 37.2% | 28.1% | 42.8% |
| | | 100.0% | 83.5% | 27.9% | 24.3% | 13.8% | 5.2% | 5.4% | 6.9% | 63.8% | 36.2% | 15.5% | 26.3% | 9.2% | 34.5% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7 | 147.8 | 21.7 | 54.1 | 24.7 | 15.6 | 14.5 | 16.7 | 133.3 | 54.5 | 53.0 | 47.0 | 20.2 | 45.9 |
| | | 17.6% | 16.7% | 9.6% | 20.7% | 16.4% | 19.3% | 18.3% | 20.1% | 19.6% | 14.0% | 27.3% | 17.2% | 16.0% | 14.9% |
| | | 100.0% | 78.7% | 11.6% | 28.8% | 13.2% | 8.3% | 7.7% | 8.9% | 71.0% | 29.0% | 28.2% | 25.0% | 10.7% | 24.5% |
| GOOD SKIING | 42-4 | 228.2 | 190.2 | 41.3 | 53.0 | 23.9 | 25.2 | 23.9 | 22.9 | 153.9 | 74.3 | 42.5 | 61.4 | 33.2 | 56.7 |
| | | 21.4% | 21.6% | 18.2% | 20.3% | 15.9% | 31.2% | 30.1% | 27.7% | 22.6% | 19.1% | 21.9% | 22.5% | 26.4% | 18.2% |
| | | 100.0% | 83.4% | 18.1% | 23.2% | 10.5% | 11.1% | 10.5% | 10.1% | 67.4% | 32.6% | 18.6% | 26.9% | 14.5% | 24.9% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5 | 85.5 | 27.2 | 17.6 | 15.2 | 13.1 | 5.2 | 7.3 | 60.6 | 37.8 | 17.9 | 30.4 | 8.4 | 33.7 |
| | | 9.2% | 9.7% | 12.0% | 6.7% | 10.1% | 16.2% | 6.6% | 8.8% | 8.9% | 9.7% | 9.2% | 11.2% | 6.7% | 10.8% |
| | | 100.0% | 86.9% | 27.6% | 17.9% | 15.4% | 13.3% | 5.3% | 7.4% | 61.6% | 38.4% | 18.2% | 30.9% | 8.5% | 34.2% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1 | 170.4 | 43.2 | 53.8 | 38.7 | 16.4 | 8.5 | 9.5 | 122.0 | 90.1 | 28.9 | 63.5 | 21.3 | 69.7 |
| | | 19.9% | 19.3% | 19.0% | 20.6% | 25.7% | 20.2% | 10.7% | 11.5% | 18.0% | 23.2% | 14.9% | 23.3% | 17.0% | 22.4% |
| | | 100.0% | 80.3% | 20.4% | 25.3% | 18.2% | 7.7% | 4.0% | 4.5% | 57.5% | 42.5% | 13.6% | 30.0% | 10.1% | 32.8% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8 | 7.1 | - | .4 | - | 5.1 | - | 1.7 | 3.9 | 3.9 | 4.7 | 3.1 | - | - |
| | | .7% | .8% | | .1% | | 5.3% | | 2.0% | .6% | 1.0% | 2.4% | 1.1% | | |
| | | 100.0% | 91.9% | | 4.9% | | 65.3% | | 21.6% | 50.1% | 49.9% | 60.1% | 39.9% | | |
| RECOMMENDED | 42-8 | 64.2 | 49.6 | 15.9 | 13.5 | 10.3 | .6 | 7.8 | 1.5 | 44.4 | 19.8 | 19.2 | 9.9 | 11.2 | 18.9 |
| | | 6.0% | 5.6% | 7.0% | 5.2% | 6.9% | .8% | 9.8% | 1.8% | 6.5% | 5.1% | 9.9% | 3.6% | 8.9% | 6.1% |
| | | 100.0% | 77.2% | 24.7% | 21.1% | 16.1% | .9% | 12.1% | 2.4% | 69.2% | 30.8% | 29.9% | 15.3% | 17.4% | 29.4% |
| FOR BUSINESS | 42-9 | 27.6 | 10.7 | - | 2.6 | 5.0 | - | 1.4 | 1.7 | 18.7 | 8.9 | 8.5 | 10.0 | 6.5 | .4 |
| | | 2.6% | 1.2% | | 1.0% | 3.4% | | 1.6% | 2.0% | 2.7% | 2.3% | 4.4% | 3.7% | 5.2% | .1% |
| | | 100.0% | 38.9% | | 9.4% | 18.3% | | 5.0% | 6.1% | 67.7% | 32.3% | 31.0% | 36.3% | 23.5% | 1.4% |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5 | 53.9 | 6.4 | 22.2 | 13.6 | 1.0 | 5.9 | 4.8 | 45.2 | 31.3 | 16.9 | 28.6 | 8.4 | 11.0 |
| | | 7.2% | 6.1% | 2.8% | 8.5% | 9.1% | 1.2% | 7.4% | 5.8% | 6.7% | 8.1% | 8.7% | 10.5% | 6.7% | 3.5% |
| | | 100.0% | 70.5% | 8.4% | 29.0% | 17.8% | 1.2% | 7.7% | 6.3% | 59.1% | 40.9% | 22.1% | 37.5% | 11.0% | 14.4% |
| ACCOMMODATION | 42-X | 43.0 | 41.5 | 2.4 | 5.1 | 12.8 | 14.1 | 5.3 | 1.7 | 11.5 | 31.5 | 15.3 | 10.4 | 4.4 | 3.5 |
| | | 4.0% | 4.7% | 1.1% | 2.0% | 8.5% | 17.5% | 6.7% | 2.1% | 1.7% | 8.1% | 8.2% | 3.8% | 3.5% | 1.1% |
| | | 100.0% | 96.5% | 5.7% | 11.9% | 29.7% | 32.8% | 12.4% | 4.0% | 26.7% | 73.3% | 36.8% | 24.1% | 10.2% | 8.1% |

CONTINUED

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | LAST TRIP TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| ADVERTISING | 42-R | 6.2 | 3.4 | - | 3.4 | - | - | - | - | 2.4 | 3.7 | 1.1 | 1.2 | .1 | 1.2 |
| | | .6% | .4% | | 1.3% | | | | | .4% | 1.0% | .6% | .4% | .1% | .4% |
| | | 100.0% | 55.2% | | 55.2% | | | | | 39.1% | 60.9% | 18.3% | 18.8% | 1.6% | 18.8% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8 | 28.7 | 2.7 | 5.8 | 7.1 | 7.0 | 2.6 | 3.3 | 21.4 | 8.4 | 8.1 | 7.9 | 2.3 | 5.7 |
| | | 2.8% | 3.2% | 1.2% | 2.2% | 4.7% | 8.6% | 3.2% | 3.9% | 3.2% | 2.2% | 4.2% | 2.9% | 1.9% | 1.8% |
| | | 100.0% | 96.3% | 9.0% | 19.4% | 23.9% | 23.4% | 8.6% | 11.0% | 71.9% | 28.1% | 27.1% | 26.4% | 7.8% | 19.1% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6 | 1.2 | - | - | - | - | - | 1.2 | 2.4 | .2 | 2.1 | .4 | - | - |
| | | .2% | .1% | | | | | | 1.5% | .4% | * | 1.1% | .1% | | |
| | | 100.0% | 48.7% | | | | | | 48.7% | 93.4% | 6.6% | 81.6% | 14.1% | | |
| EXCHANGE RATE | 43-3 | .9 | - | - | - | - | - | - | - | .9 | - | .4 | .2 | - | - |
| | | .1% | | | | | | | | .1% | | .2% | .1% | | |
| | | 100.0% | | | | | | | | 100.0% | | 44.5% | 25.1% | | |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7 | 26.8 | .5 | 12.2 | 3.2 | 3.8 | - | 7.0 | 23.7 | 7.0 | 4.1 | 12.7 | 2.7 | 4.0 |
| | | 2.9% | 3.0% | .2% | 4.7% | 2.1% | 4.7% | | 8.5% | 3.5% | 1.8% | 2.1% | 4.7% | 2.2% | 1.3% |
| | | 100.0% | 87.4% | 1.7% | 39.9% | 10.4% | 12.5% | | 22.9% | 77.2% | 22.8% | 13.4% | 41.5% | 8.9% | 13.2% |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4 | 13.9 | 5.3 | 2.8 | 1.4 | 1.2 | 1.4 | 1.7 | 12.2 | 4.2 | 3.3 | .2 | 3.4 | 6.7 |
| | | 1.5% | 1.6% | 2.3% | 1.1% | .9% | 1.5% | 1.8% | 2.1% | 1.8% | 1.1% | 1.7% | .1% | 2.7% | 2.2% |
| | | 100.0% | 84.7% | 32.6% | 17.2% | 8.3% | 7.5% | 8.5% | 10.5% | 74.5% | 25.5% | 19.9% | 1.1% | 20.6% | 41.2% |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2 | 49.2 | 45.4 | - | .1 | 2.4 | 1.2 | - | 26.0 | 23.2 | 3.7 | .9 | 1.4 | 36.8 |
| | | 4.6% | 5.6% | 20.0% | | .1% | 3.0% | 1.6% | | 3.8% | 6.0% | 1.9% | .3% | 1.1% | 11.8% |
| | | 100.0% | 100.0% | 92.3% | | .2% | 4.9% | 2.5% | | 52.8% | 47.2% | 7.4% | 1.7% | 2.8% | 74.8% |
| ANNUAL SKI PASS | 43-7 | 9.1 | 9.1 | 2.0 | 6.3 | - | .2 | .6 | - | 7.1 | 2.0 | - | 4.4 | .2 | 3.9 |
| | | .9% | 1.0% | .9% | 2.4% | | .2% | .8% | | 1.0% | .5% | | 1.6% | .2% | 1.2% |
| | | 100.0% | 100.0% | 22.1% | 69.2% | | 2.1% | 6.7% | | 78.1% | 21.9% | | 48.7% | 2.1% | 42.6% |
| OTHER | 43-0 | 20.1 | 17.1 | 1.1 | 6.9 | 6.8 | 1.3 | .7 | .2 | 8.3 | 11.7 | 3.9 | 5.8 | 6.0 | 2.0 |
| | | 1.9% | 1.9% | .5% | 2.6% | 4.5% | 1.6% | .9% | .2% | 1.2% | 3.0% | 2.0% | 2.1% | 4.8% | .6% |
| | | 100.0% | 85.0% | 5.7% | 34.4% | 33.8% | 6.6% | 3.6% | .8% | 41.5% | 58.5% | 19.5% | 29.0% | 29.9% | 9.3% |
| DON'T KNOW | 43-X | .7 | - | - | - | - | - | - | - | .5 | .1 | .4 | .3 | - | - |
| | | .1% | | | | | | | | .1% | * | .2% | .1% | | |
| | | 100.0% | | | | | | | | 79.5% | 20.5% | 54.7% | 45.3% | | |
| NOT STATED | 43-R | 6.2 | - | - | - | - | - | - | - | 5.2 | 1.0 | 1.5 | 2.4 | 1.0 | .7 |
| | | .6% | | | | | | | | .8% | .3% | .8% | .9% | .8% | .2% |
| | | 100.0% | | | | | | | | 83.8% | 16.2% | 24.7% | 39.1% | 15.8% | 11.5% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 882.7 | 227.2 | 261.1 | 150.2 | 80.8 | 79.4 | 82.8 | 679.4 | 388.1 | 194.0 | 272.7 | 125.7 | 310.9 |
| | | 165.0% | 166.6% | 167.2% | 162.2% | 170.1% | 195.8% | 160.1% | 152.7% | 163.7% | 166.8% | 174.5% | 166.8% | 161.1% | 163.9% |
| | | 100.0% | 82.7% | 21.3% | 24.5% | 14.1% | 7.6% | 7.4% | 7.8% | 63.6% | 36.4% | 18.2% | 25.5% | 11.8% | 29.1% |

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

|  |  |  | SKIER PROFILE |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | LIFE STAGE |  |  |  |  |  |  |  |  |
|  |  | LAST TRIP TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| CLOSE TO HOME/ CONVENIENT | 42-1 | 257.1 | 9.5 | 62.8 | 44.6 | 69.8 | 42.1 | 16.4 | 3.7 | 1.9 | .4 |
|  |  | 24.1% | 8.1% | 22.9% | 36.8% | 26.6% | 24.7% | 32.2% | 19.6% | 53.5% | 8.5% |
|  |  | 100.0% | 3.7% | 24.4% | 17.4% | 27.2% | 16.4% | 6.4% | 1.4% | .7% | .2% |
| TO SKI/GET AWAY | 42-2 | 385.2 | 41.9 | 84.5 | 33.4 | 110.7 | 71.8 | 23.0 | 5.4 | .7 | .7 |
|  |  | 36.1% | 35.6% | 30.8% | 27.5% | 42.2% | 42.0% | 45.2% | 28.3% | 21.0% | 13.5% |
|  |  | 100.0% | 10.9% | 21.9% | 8.7% | 28.7% | 18.6% | 6.0% | 1.4% | .2% | .2% |
| LOTS OF SNOW/GOOD CONDITIONS | 42-3 | 187.7 | 21.9 | 53.1 | 21.2 | 35.8 | 20.9 | 18.4 | 3.8 | .6 | .3 |
|  |  | 17.6% | 18.6% | 19.3% | 17.5% | 13.6% | 12.3% | 36.3% | 20.2% | 16.1% | 5.7% |
|  |  | 100.0% | 11.7% | 28.3% | 11.3% | 19.1% | 11.1% | 9.8% | 2.0% | .3% | .1% |
| GOOD SKIING | 42-4 | 228.2 | 35.5 | 48.0 | 30.1 | 63.0 | 23.3 | 15.4 | 4.0 | .8 | 1.5 |
|  |  | 21.4% | 30.2% | 17.5% | 24.8% | 24.0% | 13.7% | 30.3% | 20.8% | 23.7% | 31.5% |
|  |  | 100.0% | 15.6% | 21.0% | 13.2% | 27.6% | 10.2% | 6.7% | 1.7% | .4% | .7% |
| GOOD PRICE/VALUE/DEAL | 42-5 | 98.5 | 4.9 | 19.6 | 10.9 | 40.2 | 11.6 | 1.8 | 1.5 | - | .2 |
|  |  | 9.2% | 4.2% | 7.1% | 8.9% | 15.3% | 6.8% | 3.6% | 8.0% |  | 4.8% |
|  |  | 100.0% | 5.0% | 19.9% | 11.0% | 40.8% | 11.8% | 1.8% | 1.5% |  | .2% |
| VISITING/WENT WITH FRIENDS/RELATIVES | 42-6 | 212.1 | 20.2 | 54.3 | 33.2 | 43.1 | 39.7 | 7.9 | 4.0 | 1.0 | .6 |
|  |  | 19.9% | 17.2% | 19.8% | 27.3% | 16.4% | 23.3% | 15.5% | 20.9% | 29.1% | 11.4% |
|  |  | 100.0% | 9.5% | 25.6% | 15.6% | 20.3% | 18.7% | 3.7% | 1.9% | .5% | .3% |
| FRIENDLY/NICE STAFF | 42-7 | 7.8 | .9 | .8 | 3.5 | .4 | .5 | - | 1.7 | - | - |
|  |  | .7% | .8% | .3% | 2.9% | .2% | .3% |  | 8.9% |  |  |
|  |  | 100.0% | 12.0% | 9.7% | 44.8% | 5.7% | 6.0% |  | 21.9% |  |  |
| RECOMMENDED | 42-8 | 64.2 | 13.5 | 16.4 | 3.5 | 11.5 | 12.7 | 2.8 | .5 | - | 1.0 |
|  |  | 6.0% | 11.5% | 6.0% | 2.9% | 4.4% | 7.4% | 5.5% | 2.6% |  | 19.9% |
|  |  | 100.0% | 21.1% | 25.6% | 5.5% | 17.9% | 19.8% | 4.3% | .8% |  | 1.5% |
| FOR BUSINESS | 42-9 | 27.6 | 6.0 | 13.2 | 1.4 | 2.7 | 3.2 | 1.0 | - | - | - |
|  |  | 2.6% | 5.1% | 4.8% | 1.2% | 1.0% | 1.9% | 2.0% |  |  |  |
|  |  | 100.0% | 21.9% | 47.9% | 5.2% | 9.8% | 11.6% | 3.6% |  |  |  |
| NEVER BEEN/WANT TO TRY IT/SOMETHING DIFFERENT | 42-0 | 76.5 | 7.9 | 32.5 | 6.6 | 12.1 | 6.7 | 1.8 | 1.1 | .4 | .7 |
|  |  | 7.2% | 6.7% | 11.8% | 5.5% | 4.6% | 3.9% | 3.5% | 5.9% | 11.9% | 15.3% |
|  |  | 100.0% | 10.4% | 42.5% | 8.7% | 15.9% | 8.8% | 2.3% | 1.5% | .5% | 1.0% |
| ACCOMMODATION | 42-X | 43.0 | .1 | 19.9 | 10.9 | 11.4 | .7 | - | * | * | - |
|  |  | 4.0% | .1% | 7.2% | 8.9% | 4.3% | .4% |  | .2% | 1.2% |  |
|  |  | 100.0% | .3% | 46.3% | 25.3% | 26.4% | 1.5% |  | .1% | .1% |  |

CONTINUED

REASONS FOR SKIING AT THIS AREA

QUESTION 7A

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | LAST TRIP TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ADVERTISING | 42-R | 6.2<br>.6%<br>100.0% | .3<br>.3%<br>5.6% | 4.4<br>1.6%<br>71.3% | .2<br>.1%<br>2.8% | .4<br>.1%<br>6.4% | - | - | .1<br>.7%<br>2.1% | - | .6<br>11.6%<br>9.2% |
| LESS PEOPLE/FEWER CROWDS/NOT AS BUSY | 43-1 | 29.8<br>2.8%<br>100.0% | 5.9<br>5.0%<br>19.9% | 5.9<br>2.1%<br>19.7% | .2<br>.2%<br>.7% | 5.4<br>2.0%<br>18.0% | 5.4<br>3.2%<br>18.1% | 2.4<br>4.8%<br>8.1% | .6<br>3.0%<br>1.9% | .1<br>3.8%<br>.4% | 1.3<br>26.4%<br>4.3% |
| VARIETY/MORE VARIETY (UNSPEC) | 43-2 | 2.6<br>.2%<br>100.0% | 1.0<br>.8%<br>38.3% | .3<br>.1%<br>13.1% | - | 1.2<br>.5%<br>48.7% | - | - | - | - | - |
| EXCHANGE RATE | 43-3 | .9<br>.1%<br>100.0% | *<br>*<br>1.6% | .2<br>.1%<br>19.0% | .2<br>.2%<br>25.1% | .2<br>.1%<br>23.8% | - | - | - | .3<br>8.0%<br>30.4% | - |
| FRIENDLY/NICE PEOPLE GO TO THAT RESORT | 43-4 | 30.7<br>2.9%<br>100.0% | 3.9<br>3.3%<br>12.7% | 5.8<br>2.1%<br>18.8% | .3<br>.2%<br>.8% | 9.7<br>3.7%<br>31.5% | 4.7<br>2.7%<br>15.3% | 4.4<br>8.7%<br>14.5% | 1.8<br>9.6%<br>5.9% | .1<br>3.8%<br>.4% | - |
| GIVEN AS A GIFT/ PRESENT | 43-5 | 16.4<br>1.5%<br>100.0% | 2.0<br>1.7%<br>12.3% | 1.6<br>.6%<br>9.8% | 1.2<br>1.0%<br>7.5% | 8.3<br>3.1%<br>50.5% | 1.9<br>1.1%<br>11.2% | - | - | - | - |
| SCHOOL/COMMUNITY GROUP | 43-6 | 49.2<br>4.6%<br>100.0% | - | 1.9<br>.7%<br>3.9% | 7.1<br>5.9%<br>14.5% | 25.8<br>9.8%<br>52.5% | 14.3<br>8.4%<br>29.2% | - | - | - | - |
| ANNUAL SKI PASS | 43-7 | 9.1<br>.9%<br>100.0% | - | 2.1<br>.8%<br>22.6% | - | 2.6<br>1.0%<br>28.7% | - | 4.4<br>8.7%<br>48.7% | - | - | - |
| OTHER | 43-0 | 20.1<br>1.9%<br>100.0% | 2.4<br>2.1%<br>12.1% | 14.1<br>5.2%<br>70.4% | - | 2.1<br>.9%<br>10.2% | .7<br>.4%<br>3.6% | .7<br>1.4%<br>3.6% | - | - | - |
| DON'T KNOW | 43-X | .7<br>.1%<br>100.0% | - | .3<br>.1%<br>45.3% | .4<br>.3%<br>54.7% | - | - | - | - | - | - |
| NOT STATED | 43-R | 6.2<br>.6%<br>100.0% | 1.8<br>1.5%<br>28.7% | 1.7<br>.6%<br>27.3% | - | .4<br>.2%<br>6.5% | .5<br>.3%<br>7.3% | .8<br>1.6%<br>13.6% | - | - | .4<br>7.2%<br>5.7% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5<br>165.0%<br>100.0% | 117.7<br>152.8%<br>11.0% | 274.6<br>161.5%<br>25.7% | 121.3<br>172.1%<br>11.4% | 262.6<br>173.9%<br>24.6% | 170.7<br>152.8%<br>16.0% | 50.8<br>199.3%<br>4.8% | 19.0<br>148.7%<br>1.8% | 3.5<br>172.1%<br>.3% | 4.9<br>155.8%<br>.5% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

|  |  | SKIER ORIGIN |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  | ALBERTA |  |  |  |  |  |  |  |
|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& ORC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| ** POSITIVE MENTIONS** |  | 274.2<br>15.5%<br>100.0% | 249.4<br>15.8%<br>91.0% | 111.7<br>16.4%<br>40.7% | 93.1<br>15.2%<br>34.0% | 98.5<br>16.4%<br>35.9% | 80.8<br>16.9%<br>29.5% | 17.7<br>14.2%<br>6.5% | 22.9<br>10.8%<br>8.3% | 16.3<br>18.8%<br>6.0% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1<br>6.9%<br>100.0% | 115.4<br>7.3%<br>95.3% | 71.0<br>10.5%<br>58.6% | 55.0<br>9.0%<br>45.4% | 25.2<br>4.2%<br>20.8% | 13.2<br>2.8%<br>10.9% | 12.0<br>9.6%<br>9.9% | 13.0<br>6.1%<br>10.7% | 6.3<br>7.2%<br>5.2% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 78.6<br>4.5%<br>100.0% | 74.6<br>4.7%<br>94.9% | 49.1<br>7.2%<br>62.5% | 49.1<br>8.0%<br>62.5% | 19.6<br>3.3%<br>25.0% | 17.8<br>3.7%<br>22.7% | 1.8<br>1.4%<br>2.3% | 1.5<br>.7%<br>1.9% | 4.3<br>5.0%<br>5.5% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5<br>6.4%<br>100.0% | 108.0<br>6.8%<br>96.0% | 56.0<br>8.2%<br>49.8% | 54.1<br>8.8%<br>48.1% | 50.5<br>8.4%<br>44.9% | 45.1<br>9.4%<br>40.1% | 5.4<br>4.4%<br>4.8% | 1.4<br>.7%<br>1.3% | - |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1<br>1.6%<br>100.0% | 26.7<br>1.7%<br>95.0% | 2.3<br>.3%<br>8.1% | 2.3<br>.4%<br>8.1% | 17.9<br>3.0%<br>63.8% | 17.6<br>3.7%<br>62.7% | .3<br>.2%<br>1.1% | - | 6.5<br>7.5%<br>23.0% |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4<br>.2%<br>100.0% | .6<br>*<br>14.0% | - | - | .6<br>.1%<br>14.0% | .6<br>.1%<br>14.0% | - | - | - |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.3%<br>100.0% | - | - | - | - | - | - | - | - |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0<br>1.0%<br>100.0% | 17.2<br>1.1%<br>95.4% | 9.3<br>1.4%<br>51.6% | 8.6<br>1.4%<br>47.9% | .9<br>.2%<br>5.2% | .9<br>.2%<br>5.2% | - | 7.0<br>3.3%<br>38.7% | - |
| **NEUTRAL MENTIONS** |  | 1060.9<br>60.2%<br>100.0% | 970.9<br>61.5%<br>91.5% | 410.8<br>60.5%<br>38.7% | 370.9<br>60.5%<br>35.0% | 351.2<br>58.3%<br>33.1% | 263.0<br>55.1%<br>24.8% | 88.3<br>70.8%<br>8.3% | 147.5<br>69.9%<br>13.9% | 61.3<br>70.8%<br>5.8% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6<br>54.6%<br>100.0% | 878.7<br>55.7%<br>91.3% | 369.7<br>54.4%<br>38.4% | 337.0<br>54.9%<br>35.0% | 322.3<br>53.5%<br>33.5% | 238.1<br>49.9%<br>24.7% | 84.3<br>67.6%<br>8.3% | 128.2<br>60.8%<br>13.3% | 58.5<br>67.5%<br>6.1% |
| NEVER EXPERIENCED IT | 53-2 | 54.6<br>3.1%<br>100.0% | 51.9<br>3.3%<br>95.1% | 24.3<br>3.6%<br>44.6% | 21.9<br>3.6%<br>40.1% | 15.0<br>2.5%<br>27.5% | 11.0<br>2.3%<br>20.2% | 4.0<br>3.2%<br>7.3% | 10.0<br>4.7%<br>18.3% | 2.6<br>3.0%<br>4.7% |

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                              EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT                                          QUESTION 10
                                   *==================================SKIER ORIGIN===================================*
                                             *...........................RESIDENTS...............................*
                                              *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                                 OTHER     REGI-      HINT-
                                  GRAND                 CAL.&      CAL.       EDM.&     EDM. &    MAJOR      ONAL     ERLAND
                                  TOTAL      TOTAL      REG.       METRO      CMC       REGION    CENTRE     MRKT.     MRKT.

WOULD HAVE TO HAVE     53-3      14.3       13.5       8.3        3.6        4.6       4.6         -         .6          -
GOOD BASE AND QUALITY              .8%        .9%      1.2%        .6%        .9%      1.0%                   .3%
                                100.0%      94.1%     58.1%      24.8%      32.0%     32.0%                  4.1%

DON'T MIND IF NOT TOO  53-4       1.5         .8        .5         .5          -         -          -          -         .3
ICY                                .1%        .1%       .1%        .1%                                                  .4%
                                100.0%      56.8%     36.4%      36.4%                                                20.4%

DEPENDS ON CONDITIONS  53-5      21.5       19.9       8.0        8.0        9.3       9.3         -        2.6          -
                                  1.2%       1.3%      1.2%       1.3%       1.5%      1.9%                  1.2%
                                100.0%      92.5%     37.1%      37.1%      43.2%     43.2%                 12.2%

OTHER NEUTRAL MENTIONS 53-0       7.7        6.1         -          -          -         -          -        6.1          -
                                   .4%        .4%                                                          2.9%
                                100.0%      78.8%                                                         78.8%

**NEGATIVE MENTIONS**           385.7      363.2      178.1      170.5      142.7     125.4       17.3       35.2        7.2
                                 21.9%      23.0%     26.2%      27.8%      23.7%     26.3%      13.9%      16.7%       8.4%
                                100.0%      94.2%     46.2%      44.2%      37.0%     32.5%       4.5%       9.1%       1.9%

DON'T LIKE ARTIFICIAL  54-1      67.8       62.1       40.8       40.8       16.6      12.1        4.4        4.8         -
SNOW                              3.8%       3.9%      6.0%       6.7%       2.7%      2.5%       3.6%       2.3%
                                100.0%      91.7%     60.2%      60.2%      24.4%     17.9%       6.6%       7.0%

WON'T GO IF MADE/      54-2     145.8      141.3       52.1       52.1       75.0      67.2        7.9       11.5        2.6
USUALLY STAY AWAY                 8.3%       8.9%      7.7%       8.5%      12.5%     14.1%       6.3%       5.5%       3.0%
                                100.0%      96.9%     35.7%      35.7%      51.5%     46.1%       5.4%       7.9%       1.8%

PREFER NATURAL SNOW    54-3     115.8      107.2       60.3       58.0       35.1      32.3        2.8        8.1        3.8
                                  6.6%       6.8%      8.9%       9.5%       5.8%      6.8%       2.2%       3.8%       4.4%
                                100.0%      92.6%     52.1%      50.1%      30.3%     27.9%       2.4%       7.0%       3.3%

ICY /TURNS TO ICE      54-4      71.0       69.9       28.0       21.8       28.3      22.2        6.1       12.9         .9
CRYSTALS                          4.0%       4.4%      4.1%       3.5%       4.7%      4.7%       4.9%       6.1%       1.0%
                                100.0%      98.5%     39.4%      30.6%      39.9%     31.3%       8.5%      18.1%       1.2%

MAKES FOR POOR SKIING  54-5       8.9        8.5        7.1        7.1         -         -          -          .6         .8
                                   .5%        .5%      1.0%       1.2%                                        .3%       1.0%
                                100.0%      95.4%     79.4%      79.4%                                       6.6%       9.4%

SNOW MAKING POOR       54-6      17.4       15.9        2.4        2.4        8.6       8.6         -         4.8         -
                                  1.0%       1.0%       .4%        .4%       1.4%      1.8%                  2.3%
                                100.0%      90.9%     14.0%      14.0%      49.3%     49.3%                 27.7%

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EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | SKIER ORIGIN | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENTS | | | | | | | |
| | | | ALBERTA | | | | | | | |
| | | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| OTHER NEGATIVE MENTIONS | 54-0 | 5.6 | 4.6 | 4.6 | 4.6 | - | - | - | - | - |
| | | .3% | .3% | .7% | .7% | | | | | |
| | | 100.0% | 81.6% | 81.6% | 81.6% | | | | | |
| DON'T KNOW | 54-X | 50.0 | 35.7 | 5.6 | 4.8 | 23.9 | 21.7 | 2.2 | .8 | 5.4 |
| | | 2.8% | 2.3% | .8% | .8% | 4.0% | 4.5% | 1.8% | .4% | 5.3% |
| | | 100.0% | 71.4% | 11.2% | 9.5% | 47.8% | 43.4% | 4.4% | 1.5% | 10.9% |
| NO ANSWER | 54-R | 47.8 | 13.7 | - | - | 2.2 | 1.7 | .5 | 11.5 | - |
| | | 2.7% | .9% | | | .4% | .4% | .4% | 5.4% | |
| | | 100.0% | 28.6% | | | 4.5% | 3.5% | 1.0% | 24.0% | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
| | | 111.1% | 112.3% | 117.7% | 119.4% | 103.0% | 109.8% | 105.6% | 106.8% | 106.3% |
| | | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | SKIER ORIGIN (CONT'D) | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| ** POSITIVE MENTIONS** | | 274.2<br>15.5%<br>100.0% | 24.8<br>13.4%<br>9.0% | 18.8<br>15.0%<br>6.9% | 2.0<br>9.8%<br>.7% | 4.0<br>15.3%<br>1.5% | 2.2<br>12.5%<br>.8% | 5.8<br>13.2%<br>2.1% | 3.1<br>25.9%<br>1.1% | 1.7<br>32.9%<br>.6% | 5.3<br>13.5%<br>1.9% | .9<br>11.4%<br>.3% | 1.1<br>10.8%<br>.4% | 3.4<br>15.5%<br>1.2% | .6<br>3.2%<br>.2% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1<br>6.9%<br>100.0% | 5.6<br>3.0%<br>4.7% | 4.4<br>3.5%<br>3.7% | .7<br>3.6%<br>.6% | 1.5<br>5.7%<br>1.2% | .2<br>1.1%<br>.2% | 1.8<br>4.1%<br>1.5% | .2<br>1.3%<br>.1% | - | 1.2<br>2.9%<br>1.0% | - | .4<br>3.8%<br>.3% | .9<br>3.6%<br>.6% | .1<br>.3%<br>* |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 79.6<br>4.5%<br>100.0% | 4.0<br>2.2%<br>5.1% | 3.6<br>2.9%<br>4.6% | .2<br>.9%<br>.2% | 1.0<br>3.9%<br>1.3% | .2<br>1.1%<br>.3% | 1.1<br>2.5%<br>1.4% | .8<br>5.7%<br>1.0% | .3<br>5.7%<br>.4% | .4<br>1.0%<br>.5% | .1<br>1.2%<br>.1% | .2<br>2.0%<br>.3% | .1<br>.5%<br>.1% | - |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5<br>6.4%<br>100.0% | 4.5<br>2.4%<br>4.0% | 3.0<br>2.4%<br>2.6% | .7<br>3.6%<br>.7% | .6<br>2.3%<br>.5% | .3<br>1.6%<br>.2% | *<br>.1%<br>* | .6<br>5.3%<br>.6% | .7<br>13.0%<br>.6% | 1.4<br>3.5%<br>1.2% | *<br>.3%<br>* | .3<br>3.4%<br>.3% | 1.0<br>4.8%<br>.9% | .1<br>.6%<br>.1% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1<br>1.6%<br>100.0% | 1.4<br>.8%<br>5.0% | 1.3<br>1.1%<br>4.7% | .1<br>.4%<br>.3% | .5<br>1.8%<br>1.7% | - | *<br>.1%<br>.1% | .7<br>6.0%<br>2.6% | - | .1<br>.2%<br>.3% | .1<br>.9%<br>.3% | *<br>.1%<br>* | - | - |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4<br>.2%<br>100.0% | 3.7<br>2.0%<br>86.0% | 2.7<br>2.1%<br>62.0% | .3<br>1.3%<br>6.0% | .4<br>1.3%<br>8.2% | .3<br>1.9%<br>7.6% | 1.0<br>2.3%<br>23.6% | - | .7<br>14.3%<br>16.5% | .6<br>1.5%<br>13.8% | .3<br>3.2%<br>5.9% | - | .3<br>1.6%<br>7.9% | .4<br>2.3%<br>10.3% |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.3%<br>100.0% | 4.7<br>2.5%<br>100.0% | 3.5<br>2.8%<br>75.0% | - | *<br>.2%<br>1.0% | 1.2<br>6.8%<br>25.6% | 1.5<br>3.4%<br>31.5% | .8<br>6.5%<br>16.8% | - | 1.2<br>3.0%<br>25.0% | .5<br>5.8%<br>10.0% | .1<br>1.4%<br>2.9% | .6<br>2.6%<br>12.1% | - |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0<br>1.0%<br>100.0% | .8<br>.4%<br>4.6% | .3<br>.2%<br>1.7% | *<br>*<br>* | - | *<br>*<br>* | .3<br>.7%<br>1.6% | - | - | .5<br>1.3%<br>2.9% | - | - | .5<br>2.4%<br>2.9% | - |
| **NEUTRAL MENTIONS** | | 1060.9<br>60.2%<br>100.0% | 90.1<br>48.8%<br>8.5% | 59.3<br>47.2%<br>5.6% | 11.6<br>56.7%<br>1.1% | 13.9<br>52.5%<br>1.3% | 7.7<br>43.7%<br>.7% | 21.0<br>47.9%<br>2.0% | 3.9<br>32.1%<br>.4% | 1.2<br>23.9%<br>.1% | 20.7<br>52.6%<br>2.0% | 4.1<br>50.5%<br>.4% | 4.5<br>46.3%<br>.4% | 12.2<br>56.1%<br>1.1% | 10.0<br>50.8%<br>.9% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6<br>54.6%<br>100.0% | 83.9<br>45.4%<br>8.7% | 55.1<br>43.9%<br>5.7% | 11.1<br>54.1%<br>1.2% | 13.3<br>50.3%<br>1.4% | 7.0<br>39.8%<br>.7% | 19.5<br>44.6%<br>2.0% | 3.3<br>26.9%<br>.3% | .9<br>17.5%<br>.1% | 19.1<br>48.4%<br>2.0% | 3.6<br>45.2%<br>.4% | 4.4<br>45.2%<br>.5% | 11.1<br>51.0%<br>1.2% | 9.7<br>49.3%<br>1.0% |
| NEVER EXPERIENCED IT | 53-2 | 54.6<br>3.1%<br>100.0% | 2.7<br>1.4%<br>4.9% | .9<br>.7%<br>1.6% | .2<br>1.1%<br>.4% | .4<br>1.7%<br>.8% | .1<br>.7%<br>.2% | .1<br>.2%<br>.2% | - | - | .7<br>1.8%<br>1.3% | .4<br>4.6%<br>.7% | .3<br>3.4%<br>.6% | - | 1.1<br>5.4%<br>1.9% |

CONTINUED

## EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

SKIER ORIGIN (CONT'D)

| | | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3<br>.8%<br>100.0% | .8<br>.5%<br>5.9% | .8<br>.7%<br>5.9% | *<br>.2%<br>.3% | *<br>.1%<br>.2% | *<br>*<br>* | .8<br>1.7%<br>5.3% | - | - | - | - | - | - | - |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5<br>.1%<br>100.0% | .6<br>.3%<br>43.2% | .3<br>.2%<br>17.6% | - | - | - | - | - | .3<br>5.2%<br>17.6% | .2<br>.6%<br>16.1% | - | - | .2<br>1.1%<br>16.1% | .1<br>.7%<br>9.4% |
| DEPENDS ON CONDITIONS | 53-5 | 21.5<br>1.2%<br>100.0% | 1.6<br>.9%<br>7.5% | 1.5<br>1.2%<br>7.0% | .1<br>.5%<br>.4% | .1<br>.4%<br>.5% | .2<br>.9%<br>.7% | .5<br>1.0%<br>2.1% | .6<br>5.1%<br>2.9% | .1<br>1.2%<br>.3% | - | - | - | - | .1<br>.5%<br>.5% |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7<br>.4%<br>100.0% | 1.6<br>.9%<br>21.2% | .7<br>.6%<br>9.3% | .2<br>.8%<br>2.1% | - | .4<br>2.2%<br>5.0% | .2<br>.4%<br>2.1% | - | - | .9<br>2.3%<br>11.9% | *<br>.6%<br>.6% | - | .9<br>4.0%<br>11.2% | - |
| **NEGATIVE MENTIONS** | | 385.7<br>21.9%<br>100.0% | 22.5<br>12.2%<br>5.6% | 16.4<br>13.0%<br>4.2% | 4.5<br>21.9%<br>1.2% | 3.7<br>13.9%<br>1.0% | 2.6<br>14.8%<br>.7% | 3.5<br>8.0%<br>.9% | 1.1<br>8.8%<br>.3% | 1.0<br>19.9%<br>.3% | 5.3<br>13.4%<br>1.4% | 1.2<br>15.5%<br>.3% | 2.0<br>20.7%<br>.5% | 2.0<br>9.4%<br>.5% | .9<br>4.5%<br>.2% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8<br>3.8%<br>100.0% | 5.6<br>3.1%<br>8.3% | 4.2<br>3.3%<br>6.1% | 1.4<br>6.6%<br>2.0% | .8<br>3.1%<br>1.2% | .6<br>3.3%<br>.8% | 1.4<br>3.1%<br>2.0% | .1<br>.5%<br>.1% | - | 1.2<br>3.1%<br>1.8% | .2<br>2.7%<br>.3% | .4<br>3.8%<br>.5% | .6<br>2.8%<br>.9% | .3<br>1.4%<br>.4% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8<br>8.3%<br>100.0% | 4.5<br>2.4%<br>3.1% | 2.9<br>2.3%<br>2.0% | .6<br>3.1%<br>.4% | .2<br>.9%<br>.2% | .9<br>4.8%<br>.6% | .7<br>1.6%<br>.5% | .2<br>1.4%<br>.1% | .3<br>6.7%<br>.2% | 1.3<br>3.4%<br>.9% | .4<br>5.2%<br>.3% | .6<br>5.9%<br>.4% | .3<br>1.6%<br>.2% | .2<br>1.1%<br>.2% |
| PREFER NATURAL SNOW | 54-3 | 115.8<br>6.6%<br>100.0% | 8.6<br>4.7%<br>7.4% | 6.4<br>5.1%<br>5.5% | 2.3<br>11.3%<br>2.0% | 1.6<br>6.0%<br>1.4% | .1<br>.6%<br>.1% | 1.5<br>3.4%<br>1.3% | .8<br>6.9%<br>.7% | - | 2.2<br>5.5%<br>1.9% | .2<br>3.0%<br>.2% | 1.1<br>11.0%<br>.9% | .9<br>4.0%<br>.7% | .1<br>.3%<br>.1% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0<br>4.0%<br>100.0% | 1.1<br>.6%<br>1.5% | .4<br>.3%<br>.5% | .1<br>.6%<br>.2% | *<br>*<br>* | .2<br>1.3%<br>.3% | - | - | - | .6<br>1.5%<br>.3% | .4<br>4.6%<br>.5% | - | .2<br>1.0%<br>.3% | .2<br>.8%<br>.2% |
| MAKES FOR POOR SKIING | 54-5 | 8.9<br>.5%<br>100.0% | .4<br>.2%<br>4.6% | .4<br>.3%<br>4.6% | *<br>*<br>* | .4<br>1.5%<br>4.6% | - | - | - | - | - | - | - | - | - |
| SNOW MAKING POOR | 54-6 | 17.4<br>1.0%<br>100.0% | 1.6<br>.9%<br>9.1% | 1.4<br>1.1%<br>8.1% | *<br>*<br>.1% | .4<br>1.4%<br>2.2% | .9<br>4.9%<br>4.9% | .2<br>.4%<br>.9% | - | - | - | - | - | - | .2<br>.9%<br>1.0% |

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                                    EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT                                         QUESTION 10
                                            #====================================SKIER ORIGIN (CONT'D)========================================#
                                                          *.................CANADA...................**......UNITED STATES.......**OTHER#
                                                 TOTAL
                                                 NON-                                                    ALL
                                          GRAND  RESI-  TOTAL                                            OTHER   TOTAL  CALI-          OTHER  OTHER
                                          TOTAL  DENT   CANADA  B.C.    SASK    MAN     ONT     QUE      CANADA  U.S.   FORNIA  TEXAS  U.S.   FOREIGN

OTHER NEGATIVE                  54-0        5.6    1.0    1.0     .1      .2      -       -       -        .7      -       -      -      -       -
MENTIONS                                    .3%    .6%    .8%    .6%     .9%                             13.3%
                                         100.0%  18.4%  18.4%   2.1%    4.4%                             12.0%

DON'T KNOW                      54-X       50.0   14.3    9.8    1.0     2.3     1.3     4.7      .3       .2     3.8      .2    1.8    1.8      .7
                                           2.8%   7.7%   7.8%   4.7%    8.8%    7.2%   10.8%    2.1%     4.8%    9.7%    2.4%  18.9%   8.2%    3.6%
                                         100.0%  28.6%  19.5%   1.9%    4.6%    2.5%    9.4%     .5%      .5%    7.6%     .4%   3.7%   3.6%    1.4%

NO ANSWER                       54-R       47.8   34.1   22.1    1.5     2.6     3.9     9.2     3.9       .9     4.5     1.6     .3    2.6     7.5
                                           2.7%  18.5%  17.6%   7.5%    9.7%   22.3%   21.0%   32.7%    18.4%   11.4%   20.2%   3.3%  11.8%   38.0%
                                         100.0%  71.4%  46.3%   3.2%    5.3%    8.3%   19.3%    8.3%     1.9%    9.4%    3.4%    .7%   5.4%   15.7%

BASE: SKI DAYS (000'S)                   1763.7  184.8  125.6   20.5    26.4    17.7    43.8    12.1      5.1    39.5     8.0    9.7   21.7    19.7
                                         111.1% 101.4% 100.9% 100.9%  100.0%  100.5%  101.4%  101.4%   100.1%  101.1%   99.9% 102.2% 101.0%  105.2%
                                         100.0%  10.5%   7.1%   1.2%    1.5%    1.0%    2.5%     .7%      .3%    2.2%     .5%    .6%   1.2%    1.1%
```

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT      QUESTION 10

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                                  #==================================ALBERTA DESTINATIONS==================================#
                                  +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    #.....TOTALS.....##..BANFF/L.LOUISE##.....SUNSHINE...##.SKIING LOUISE..#
                            GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                            TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

** POSITIVE MENTIONS**      274.2 181.5 156.7  24.8 102.4  77.6  24.8  83.2  61.2  22.0  39.1  28.0  11.1  38.8  28.9   9.9
                            15.5% 13.9% 14.0% 13.4% 11.6% 11.2% 13.4% 12.5% 12.4% 13.0% 11.0% 10.5% 12.5% 14.0% 14.4% 13.1%
                           100.0% 66.2% 57.1%  9.0% 37.4% 28.3%  9.0% 30.3% 22.3%  8.0% 14.3% 10.2%  4.1% 14.2% 10.5%  3.6%

CITY AREA PREFER/NEED 52-1  121.1  63.0  57.4   5.6  39.7  34.1   5.6  35.9  30.4   5.4  14.0  10.3   3.7  17.2  15.8   1.4
IT/LACK OF SNOW              6.9%  4.8%  5.1%  3.0%  4.5%  4.9%  3.0%  5.4%  6.2%  3.2%  3.9%  3.9%  4.1%  6.2%  7.3%  1.9%
                           100.0% 52.0% 47.4%  4.7% 32.8% 28.2%  4.7% 29.6% 25.1%  4.5% 11.5%  8.5%  3.0% 14.2% 13.1%  1.2%

GOOD IDEA/LIKE        52-2   78.6  40.0  36.0   4.0  20.2  16.2   4.0  19.0  14.6   3.4  14.3  13.6    .7   3.4    .9   2.4
ARTIFICIAL SNOW              4.5%  3.1%  3.2%  2.2%  2.3%  2.3%  2.2%  2.7%  2.9%  2.0%  4.0%  5.1%   .8%  1.2%   .5%  3.2%
                           100.0% 50.9% 45.8%  5.1% 25.7% 20.6%  5.1% 22.9% 18.5%  4.4% 18.2% 17.3%   .9%  4.3%  1.2%  3.1%

THICKENS BAD SPOTS/   52-3  112.5  57.1  52.6   4.5  29.5  25.0   4.5  19.3  15.8   3.6   7.3   5.7   1.7  11.8  10.1   1.7
BETTER SNOW CONDITIONS       6.4%  4.4%  4.7%  2.4%  3.3%  3.6%  2.4%  2.9%  3.2%  2.1%  2.1%  2.1%  1.9%  4.3%  5.0%  2.3%
                           100.0% 50.7% 46.7%  4.0% 26.2% 22.2%  4.0% 17.2% 14.0%  3.2%  6.5%  5.1%  1.5% 10.5%  9.0%  1.5%

EARLY/LATE SKIING     52-4   28.1  28.1  26.7   1.4   4.0   2.6   1.4   1.7    .5   1.2   1.0    .2    .9    .6    .3    .2
AVAILABLE                    1.6%  2.2%  2.4%   .8%   .5%   .4%   .8%   .3%   .1%   .7%   .3%   .1%  1.0%   .2%   .2%   .3%
                           100.0%100.0% 95.0%  5.0% 14.4%  9.4%  5.0%  5.9%  1.8%  4.1%  3.6%   .6%  3.0%  2.1%  1.2%   .9%

POSITIVE EFFECT/PREFER 52-5   4.4   3.7     -   3.7   3.7     -   3.7   3.5     -   3.5   1.1     -   1.1   2.4     -   2.4
IT                            .2%   .3%        2.0%   .4%        2.0%   .5%        2.1%   .3%        1.3%   .9%        3.2%
                           100.0% 86.0%       86.0% 86.0%       86.0% 81.5%       81.5% 26.3%       26.3% 55.2%       55.2%

NECESSARY OUTSIDE     52-6    4.7   4.7     -   4.7   4.7     -   4.7   4.1     -   4.1   2.5     -   2.5   1.5     -   1.5
ALBERTA                       .3%   .4%        2.5%   .5%        2.5%   .6%        2.4%   .7%        2.8%   .5%        2.0%
                           100.0%100.0%      100.0%100.0%      100.0% 87.2%       87.2% 54.5%       54.5% 32.3%       32.3%

OTHER POSITIVE        52-0   18.0  18.0  17.2    .8  10.7   9.8    .8  10.6   9.8    .8   8.7   8.1    .6   1.9   1.7    .2
MENTIONS                     1.0%  1.4%  1.5%   .4%  1.2%  1.4%   .4%  1.6%  2.0%   .5%  2.5%  3.1%   .7%   .7%   .8%   .2%
                           100.0%100.0% 95.4%  4.6% 59.3% 54.7%  4.6% 59.2% 54.7%  4.5% 48.6% 45.3%  3.3% 10.4%  9.4%   .9%

**NEUTRAL MENTIONS**       1060.9 765.1 675.0  90.1 486.7 396.6  90.1 343.5 262.5  31.0 173.2 128.0  45.2 149.5 116.5  32.9
                            60.2% 58.8% 60.4% 48.8% 55.3% 57.0% 48.8% 51.7% 53.1% 47.8% 48.8% 43.3% 50.5% 54.1% 58.0% 43.7%
                           100.0% 72.1% 63.6%  8.5% 45.9% 37.4%  8.5% 32.4% 24.7%  7.6% 16.3% 12.1%  4.3% 14.1% 11.0%  3.1%

NO/LITTLE EFFECT/NO   53-1  962.6 696.7 612.8  83.9 434.8 350.9  83.9 314.1 238.5  75.6 150.2 108.5  41.8 143.1 112.1  30.9
DIFFERENCE                  54.6% 53.5% 54.9% 45.4% 49.4% 50.5% 45.4% 47.3% 48.2% 44.6% 42.3% 40.9% 46.7% 51.8% 55.8% 41.0%
                           100.0% 72.4% 63.7%  8.7% 45.2% 36.5%  8.7% 32.6% 24.8%  7.9% 15.6% 11.3%  4.3% 14.9% 11.6%  3.2%

NEVER EXPERIENCED IT  53-2   54.6  34.1  31.4   2.7  26.3  23.7   2.7  16.0  13.5   2.5  13.4  11.4   2.0   2.6   2.1    .5
                             3.1%  2.6%  2.8%  1.4%  3.0%  3.4%  1.4%  2.4%  2.7%  1.5%  3.8%  4.3%  2.2%  1.0%  1.0%   .7%
                           100.0% 62.5% 57.5%  4.9% 48.3% 43.4%  4.9% 29.4% 24.9%  4.6% 24.5% 20.9%  3.6%  4.8%  3.8%  1.0%
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## EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

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                                 #===================================ALBERTA DESTINATIONS=================================#
                                 +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING------------------------+
                                                   *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                            GRAND TOTAL RESI-  NON- TOTAL RESI-  NON-       RESI-  NON-       RESI-  NON-       RESI-  NON-
                            TOTAL  ALTA DENT  RES.    RMS DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

WOULD HAVE TO HAVE     53-3  14.3   6.4   5.5    .8   5.4   4.6    .8   5.4   4.6    .8   3.8   3.2    .6   1.6   1.4    .2
GOOD BASE AND QUALITY         .8%   .5%   .5%   .5%   .6%   .7%   .5%   .8%   .9%   .5%  1.1%  1.2%   .7%   .6%   .7%   .3%
                           100.0% 44.5% 38.7%  5.9% 38.0% 32.2%  5.9% 38.0% 32.2%  5.8% 26.6% 22.4%  4.2% 11.4%  9.7%  1.7%

DON'T MIND IF NOT TOO  53-4   1.5   1.5    .8    .6   1.2    .5    .6    .6     -    .6    .2     -    .2    .4     -    .4
ICY                           .1%   .1%   .1%   .3%   .1%   .1%   .3%   .1%         .4%   .1%         .3%   .1%         .5%
                           100.0%100.0% 56.8% 43.2% 79.6% 36.4% 43.2% 43.2%       43.2% 16.1%       16.1% 27.0%       27.0%

DEPENDS ON CONDITIONS  53-5  21.5  20.0  18.4   1.6  18.5  16.9   1.6   6.9   5.8   1.1   5.5   4.9    .6   1.4    .9    .5
                             1.2%  1.5%  1.6%   .9%  2.1%  2.4%   .9%  1.0%  1.2%   .7%  1.5%  1.9%   .6%   .5%   .5%   .6%
                           100.0% 92.9% 85.5%  7.5% 86.1% 78.6%  7.5% 32.3% 27.2%  5.1% 25.6% 22.9%  2.7%  6.6%  4.3%  2.3%

OTHER NEUTRAL MENTIONS 53-0   7.7   7.7   6.1   1.6   1.6     -   1.6   1.6     -   1.6   1.2     -   1.2    .3     -    .3
                              .4%   .6%   .5%   .9%   .2%         .9%   .2%         .9%   .4%        1.4%   .1%         .4%
                           100.0%100.0% 78.8% 21.2% 21.2%       21.2% 20.4%       20.4% 16.2%       16.2%  4.1%        4.1%

**NEGATIVE MENTIONS**       385.7 294.1 271.6  22.5 242.5 219.9  22.5 182.9 162.6  20.3 110.8 100.5  10.3  66.0  56.6   9.4
                            21.9% 22.6% 24.3% 12.2% 27.5% 31.6% 12.2% 27.5% 32.9% 12.0% 31.2% 37.9% 11.6% 23.9% 28.1% 12.5%
                           100.0% 76.3% 70.4%  5.8% 62.9% 57.0%  5.8% 47.4% 42.1%  5.3% 28.7% 26.0%  2.7% 17.1% 14.7%  2.4%

DON'T LIKE ARTIFICIAL  54-1  67.8  57.6  52.0   5.6  54.1  48.4   5.6  43.2  37.9   5.3  25.9  23.0   2.9  15.4  13.0   2.4
SNOW                         3.8%  4.4%  4.7%  3.1%  6.1%  7.0%  3.1%  6.5%  7.7%  3.1%  7.3%  8.7%  3.2%  5.6%  6.5%  3.2%
                           100.0% 85.0% 76.7%  8.3% 79.8% 71.4%  8.3% 63.8% 55.9%  7.8% 38.2% 33.9%  4.2% 22.7% 19.2%  3.5%

WON'T GO IF MADE/      54-2 145.8  93.9  89.4   4.5  74.1  69.6   4.5  53.4  49.4   4.0  35.2  32.8   2.4  18.1  16.6   1.6
USUALLY STAY AWAY            8.3%  7.2%  8.0%  2.4%  8.4% 10.0%  2.4%  8.0% 10.0%  2.4%  9.9% 12.4%  2.7%  6.6%  8.2%  2.1%
                           100.0% 64.4% 61.3%  3.1% 50.8% 47.7%  3.1% 36.6% 33.9%  2.8% 24.2% 22.5%  1.7% 12.4% 11.4%  1.1%

PREFER NATURAL SNOW    54-3 115.8  95.0  86.4   8.6  72.5  63.9   8.6  55.0  47.1   7.9  32.3  28.6   3.7  20.9  17.2   3.7
                             6.6%  7.3%  7.7%  4.7%  8.2%  9.2%  4.7%  8.3%  9.5%  4.7%  9.1% 10.8%  4.2%  7.6%  8.5%  4.9%
                           100.0% 82.0% 74.6%  7.4% 62.6% 55.2%  7.4% 47.5% 40.7%  6.8% 27.9% 24.6%  3.2% 18.0% 14.8%  3.2%

ICY /TURNS TO ICE      54-4  71.0  54.7  53.6   1.1  38.2  37.1   1.1  28.3  27.3   1.0  17.5  16.8    .7   9.5   9.2    .3
CRYSTALS                     4.0%  4.2%  4.8%   .6%  4.3%  5.3%   .6%  4.3%  5.5%   .6%  4.9%  6.3%   .8%  3.5%  4.6%   .4%
                           100.0% 77.1% 75.5%  1.5% 53.8% 52.3%  1.5% 39.8% 38.4%  1.4% 24.6% 23.7%   .9% 13.4% 13.0%   .4%

MAKES FOR POOR SKIING  54-5   8.9   8.9   8.5    .4   8.3   7.9    .4   6.7   6.2    .4   5.8   5.4    .4     *     -     *
                              .5%   .7%   .8%   .2%   .9%  1.1%   .2%  1.0%  1.3%   .2%  1.6%  2.0%   .4%     *         .1%
                           100.0%100.0% 95.4%  4.6% 93.4% 88.8%  4.6% 74.9% 70.3%  4.6% 64.9% 60.9%  4.0%   .6%         .6%

SNOW MAKING POOR       54-6  17.4   9.9   8.3   1.6   7.5   5.9   1.6   4.8   3.2   1.6   1.3   1.1    .2   2.5   1.1   1.4
                             1.0%   .8%   .7%   .9%   .9%   .9%   .9%   .7%   .6%   .9%   .4%   .4%   .2%   .9%   .5%  1.9%
                           100.0% 56.7% 47.6%  9.1% 43.0% 33.9%  9.1% 27.4% 18.3%  9.1%  7.5%  6.6%   .9% 14.4%  6.3%  8.1%
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                                 EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT                                          QUESTION 10

                                                   #=================================ALBERTA DESTINATIONS=================================#
                                                   +-TOTAL ALBERTA--++-----------------------ROCKY MOUNTAIN SKIING------------------------+
                                                               *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                          GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                          TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

OTHER NEGATIVE                   54-0       5.6   5.6   4.6   1.0   5.6   4.6   1.0   4.9   4.6    .4   2.8   2.7    .1   2.1   1.9    .2
MENTICNS                                    .3%   .4%   .4%   .6%   .6%   .7%   .6%   .7%   .9%   .2%   .8%  1.0%   .1%   .8%   .9%   .3%
                                         100.0%100.0% 81.6% 18.4%100.0% 81.6% 18.4% 88.0% 81.6%  6.4% 50.1% 48.0%  2.1% 37.9% 33.6%  4.4%

DON'T KNOW                       54-X      50.0  48.8  34.5  14.3  39.4  25.1  14.3  36.1  22.6  13.5  22.6  18.5   4.1  12.7   3.4   9.3
                                           2.8%  3.7%  3.1%  7.7%  4.5%  3.6%  7.7%  5.4%  4.6%  8.0%  6.4%  7.0%  4.5%  4.6%  1.7% 12.3%
                                         100.0% 97.5% 68.9% 28.6% 78.7% 50.1% 28.6% 72.2% 45.2% 27.0% 45.2% 37.1%  8.1% 25.4%  6.8% 18.6%

NO ANSWER                        54-R      47.8  47.8  13.7  34.1  36.3   2.2  34.1  33.5    .5  33.0  19.5    .5  19.1  13.9     -  13.9
                                           2.7%  3.7%  1.2% 18.5%  4.1%   .3% 18.5%  5.0%   .1% 19.5%  5.5%   .2% 21.3%  5.0%       18.5%
                                         100.0%100.0% 28.6% 71.4% 76.0%  4.5% 71.4% 70.1%  1.0% 69.1% 40.9%  1.0% 39.9% 29.2%       29.2%

BASE: SKI DAYS (000'S)                   1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                         111.1%107.8%108.7%101.4%106.1%107.8%101.4%105.7%107.6%101.2%108.9%111.4%101.9%102.7%103.3%100.3%
                                         100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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                         EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT                                      QUESTION 10
                                     #==================================ALBERTA DESTINATIONS====================================#
                                     +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING------------------------+
                                                         *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                       TRESS.*
                                GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
                                TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

** POSITIVE MENTIONS**          274.2   181.5   156.7    24.8   102.4    77.6    24.8     5.3     4.3     1.0    12.1     9.4     2.7     7.1
                                15.5%   13.9%   14.0%   13.4%   11.6%   11.2%   13.4%   16.0%   15.1%   21.4%    8.7%    7.5%   17.9%    9.3%
                               100.0%   66.2%   57.1%    9.0%   37.4%   28.3%    9.0%    1.9%    1.6%     .4%    4.4%    3.4%    1.0%    2.6%

CITY AREA PREFER/NEED   52-1    121.1    63.0    57.4     5.6    39.7    34.1     5.6     4.7     4.3      .4     2.6     2.4      .2     1.3
IT/LACK OF SNOW                  6.9%    4.8%    5.1%    3.0%    4.5%    4.9%    3.0%   14.1%   15.1%    8.3%    1.9%    1.9%    1.2%    1.7%
                               100.0%   52.0%   47.4%    4.7%   32.8%   28.2%    4.7%    3.9%    3.5%     .3%    2.1%    2.0%     .2%    1.1%

GOOD IDEA/LIKE          52-2     78.6    40.0    36.0     4.0    20.2    16.2     4.0      .3       -      .3      .6       -      .6     1.6
ARTIFICIAL SNOW                  4.5%    3.1%    3.2%    2.2%    2.3%    2.3%    2.2%     .9%            6.4%     .4%            3.8%    2.1%
                               100.0%   50.9%   45.8%    5.1%   25.7%   20.6%    5.1%     .4%             .4%     .7%             .7%    2.1%

THICKENS BAD SPOTS/     52-3    112.5    57.1    52.6     4.5    29.5    25.0     4.5      .2       -      .2     6.6     5.7      .9     3.5
BETTER SNOW CONDITIONS           6.4%    4.4%    4.7%    2.4%    3.3%    3.6%    2.4%     .6%            4.2%    4.8%    4.6%    5.9%    4.5%
                               100.0%   50.7%   46.7%    4.0%   26.2%   22.2%    4.0%     .2%             .2%    5.9%    5.1%     .8%    3.1%

EARLY/LATE SKIING       52-4     28.1    28.1    26.7     1.4     4.0     2.6     1.4      .1       -      .1     1.5     1.2      .3      .9
AVAILABLE                        1.6%    2.2%    2.4%     .8%     .5%     .4%     .8%     .2%            1.2%    1.1%    1.0%    1.7%    1.2%
                               100.0%  100.0%   95.0%    5.0%   14.4%    9.4%    5.0%     .2%             .2%    5.2%    4.3%     .9%    3.3%

POSITIVE EFFECT/PREFER  52-5      4.4     3.7       -     3.7     3.7       -     3.7       -       -       -      .2       -      .2       -
IT                                .2%     .3%            2.0%     .4%            2.0%                             .1%            1.3%
                               100.0%   86.0%           86.0%   86.0%           86.0%                            4.5%            4.5%

NECESSARY OUTSIDE       52-6      4.7     4.7       -     4.7     4.7       -     4.7       *       -       *      .6       -      .6       -
ALBERTA                           .3%     .4%            2.5%     .5%            2.5%       *             .4%     .4%            3.9%
                               100.0%  100.0%          100.0%  100.0%          100.0%     .3%             .3%   12.8%           12.8%

OTHER POSITIVE          52-0     18.0    18.0    17.2      .8    10.7     9.8      .8       *       -       *       *       -       *       -
MENTIONS                         1.0%    1.4%    1.5%     .4%    1.2%    1.4%     .4%     .1%             .9%       *             .1%
                               100.0%  100.0%   95.4%    4.6%   59.3%   54.7%    4.6%     .2%             .2%     .1%             .1%

**NEUTRAL MENTIONS**           1060.9   765.1   675.0    90.1   486.7   396.6    90.1    20.9    17.9     3.0    87.5    78.5     9.0    55.7
                                60.2%   58.8%   60.4%   48.8%   55.3%   57.0%   48.8%   63.2%   63.0%   64.2%   62.9%   63.3%   59.2%   72.4%
                               100.0%   72.1%   63.6%    8.5%   45.9%   37.4%    8.5%    2.0%    1.7%     .3%    8.3%    7.4%     .9%    5.2%

NO/LITTLE EFFECT/NO     53-1    962.6   696.7   612.8    83.9   434.8   350.9    83.9    20.8    17.9     2.9    69.4    61.1     8.3    51.2
DIFFERENCE                      54.6%   53.5%   54.9%   45.4%   49.4%   50.5%   45.4%   63.0%   63.0%   62.9%   49.9%   49.3%   54.4%   66.7%
                               100.0%   72.4%   63.7%    8.7%   45.2%   36.5%    8.7%    2.2%    1.9%     .3%    7.2%    6.3%     .9%    5.3%

NEVER EXPERIENCED IT    53-2     54.6    34.1    31.4     2.7    26.3    23.7     2.7       *       -       *     8.8     8.7      .2     1.5
                                 3.1%    2.6%    2.8%    1.4%    3.0%    3.4%    1.4%       *             .2%    6.4%    7.0%    1.1%    1.9%
                               100.0%   62.5%   57.6%    4.9%   48.3%   43.4%    4.9%       *               *   16.2%   15.9%     .3%    2.7%
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CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | | ALBERTA DESTINATIONS | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3 | 6.4 | 5.5 | .8 | 5.4 | 4.6 | .8 | - | - | - | * | - | * | - |
| | | .8% | .5% | .5% | .5% | .6% | .7% | .5% | | | | * | | * | |
| | | 100.0% | 44.5% | 38.7% | 5.9% | 38.0% | 32.2% | 5.9% | | | | * | | * | |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5 | 1.5 | .8 | .6 | 1.2 | .5 | .6 | - | - | - | - | - | - | .5 |
| | | .1% | .1% | .1% | .3% | .1% | .1% | .3% | | | | | | | .7% |
| | | 100.0% | 100.0% | 56.8% | 43.2% | 79.6% | 36.4% | 43.2% | | | | | | | 36.4% |
| DEPENCS ON CONDITIONS | 53-5 | 21.5 | 20.0 | 18.4 | 1.6 | 18.5 | 16.9 | 1.6 | * | - | * | 9.2 | 8.7 | .5 | 2.4 |
| | | 1.2% | 1.5% | 1.6% | .9% | 2.1% | 2.4% | .9% | .1% | | .9% | 6.6% | 7.0% | 3.3% | 3.1% |
| | | 100.0% | 92.9% | 85.5% | 7.5% | 86.1% | 78.6% | 7.5% | .2% | | .2% | 42.7% | 40.4% | 2.3% | 11.1% |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7 | 7.7 | 6.1 | 1.6 | 1.6 | - | 1.6 | * | - | * | .1 | - | .1 | - |
| | | .4% | .6% | .5% | .9% | .2% | | .9% | * | | .2% | * | | .4% | |
| | | 100.0% | 100.0% | 78.8% | 21.2% | 21.2% | | 21.2% | .1% | | .1% | .8% | | .8% | |
| **NEGATIVE MENTIONS** | | 385.7 | 294.1 | 271.6 | 22.5 | 242.5 | 219.9 | 22.5 | 6.1 | 5.5 | .6 | 42.2 | 40.0 | 2.2 | 17.4 |
| | | 21.9% | 22.6% | 24.3% | 12.2% | 27.5% | 31.6% | 12.2% | 18.4% | 19.5% | 12.0% | 30.3% | 32.3% | 14.5% | 22.6% |
| | | 100.0% | 76.3% | 70.4% | 5.8% | 62.9% | 57.0% | 5.8% | 1.6% | 1.4% | .1% | 11.0% | 10.4% | .6% | 4.5% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8 | 57.6 | 52.0 | 5.6 | 54.1 | 48.4 | 5.6 | 2.0 | 1.9 | .1 | 7.1 | 6.8 | .3 | 3.7 |
| | | 3.8% | 4.4% | 4.7% | 3.1% | 6.1% | 7.0% | 3.1% | 5.9% | 6.7% | 1.1% | 5.1% | 5.5% | 2.1% | 4.8% |
| | | 100.0% | 85.0% | 76.7% | 8.3% | 79.8% | 71.4% | 8.3% | 2.9% | 2.8% | .1% | 10.5% | 10.0% | .5% | 5.5% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8 | 93.9 | 89.4 | 4.5 | 74.1 | 69.6 | 4.5 | * | - | * | 17.7 | 17.2 | .5 | 3.0 |
| | | 8.3% | 7.2% | 8.0% | 2.4% | 8.4% | 10.0% | 2.4% | .1% | | .7% | 12.7% | 13.9% | 3.1% | 3.9% |
| | | 100.0% | 64.4% | 61.3% | 3.1% | 50.8% | 47.7% | 3.1% | * | | * | 12.1% | 11.8% | .3% | 2.1% |
| PREFER NATURAL SNOW | 54-3 | 115.8 | 95.0 | 86.4 | 8.6 | 72.5 | 63.9 | 8.6 | 1.9 | 1.4 | .5 | 12.3 | 11.6 | .7 | 5.2 |
| | | 6.6% | 7.3% | 7.7% | 4.7% | 8.2% | 9.2% | 4.7% | 5.7% | 5.0% | 10.5% | 8.8% | 9.4% | 4.4% | 6.7% |
| | | 100.0% | 82.0% | 74.6% | 7.4% | 62.6% | 55.2% | 7.4% | 1.6% | 1.2% | .4% | 10.6% | 10.0% | .6% | 4.5% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0 | 54.7 | 53.6 | 1.1 | 38.2 | 37.1 | 1.1 | 1.3 | 1.3 | * | 4.9 | 4.8 | .1 | 5.0 |
| | | 4.0% | 4.2% | 4.8% | .6% | 4.3% | 5.3% | .6% | 3.8% | 4.4% | .2% | 3.6% | 3.9% | .8% | 6.5% |
| | | 100.0% | 77.1% | 75.5% | 1.5% | 53.8% | 52.3% | 1.5% | 1.8% | 1.8% | * | 7.0% | 6.8% | .2% | 7.0% |
| MAKES FOR POOR SKIING | 54-5 | 8.9 | 8.9 | 8.5 | .4 | 8.3 | 7.9 | .4 | .8 | .8 | * | - | - | - | 1.6 |
| | | .5% | .7% | .8% | .2% | .9% | 1.1% | .2% | 2.5% | 2.9% | * | | | | 2.1% |
| | | 100.0% | 100.0% | 95.4% | 4.6% | 93.4% | 88.8% | 4.6% | 9.4% | 9.4% | * | | | | 18.5% |
| SNOW MAKING POOR | 54-6 | 17.4 | 9.9 | 8.3 | 1.6 | 7.5 | 5.9 | 1.6 | 1.0 | 1.0 | * | 1.1 | 1.1 | - | 1.6 |
| | | 1.0% | .8% | .7% | .9% | .9% | .9% | .9% | 2.9% | 3.4% | .2% | .8% | .9% | | 2.1% |
| | | 100.0% | 56.7% | 47.6% | 9.1% | 43.0% | 33.9% | 9.1% | 5.5% | 5.5% | .1% | 6.5% | 6.5% | | 9.1% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | ALBERTA DESTINATIONS | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL ALBERTA | | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| OTHER NEGATIVE MENTIONS | 54-0 | 5.6 | 5.6 | 4.6 | 1.0 | 5.6 | 4.6 | 1.0 | - | - | - | .7 | - | .7 | - |
| | | .3% | .4% | .4% | .6% | .6% | .7% | .6% | | | | .5% | | 4.4% | |
| | | 100.0% | 100.0% | 81.6% | 18.4% | 100.0% | 81.6% | 18.4% | | | | 12.0% | | 12.0% | |
| DON'T KNOW | 54-X | 50.0 | 48.8 | 34.5 | 14.3 | 39.4 | 25.1 | 14.3 | .8 | .7 | .1 | 3.3 | 2.4 | .8 | - |
| | | 2.8% | 3.7% | 3.1% | 7.7% | 4.5% | 3.6% | 7.7% | 2.4% | 2.4% | 2.5% | 2.3% | 2.0% | 5.4% | |
| | | 100.0% | 97.5% | 68.9% | 28.6% | 78.7% | 50.1% | 28.6% | 1.6% | 1.4% | .2% | 6.5% | 4.9% | 1.6% | |
| NO ANSWER | 54-R | 47.8 | 47.8 | 13.7 | 34.1 | 36.3 | 2.2 | 34.1 | - | - | - | 2.8 | 1.7 | 1.1 | - |
| | | 2.7% | 3.7% | 1.2% | 18.5% | 4.1% | .3% | 18.5% | | | | 2.0% | 1.4% | 7.3% | |
| | | 100.0% | 100.0% | 28.6% | 71.4% | 76.0% | 4.5% | 71.4% | | | | 5.9% | 3.5% | 2.3% | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 980.2 | 695.5 | 184.8 | 33.0 | 28.4 | 4.6 | 139.2 | 123.9 | 15.3 | 76.8 |
| | | 111.1% | 107.3% | 108.7% | 101.4% | 106.1% | 107.8% | 101.4% | 102.3% | 102.9% | 100.8% | 107.4% | 107.8% | 104.6% | 106.0% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 10.5% | 1.9% | 1.6% | .3% | 7.9% | 7.0% | .9% | 4.4% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | | ALBERTA DESTINATIONS | | | | | FLATLAND | OUT-OF-PROV.DESTINATION | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | RMS | | SKIING | TOTAL | B.C. | | U.S.A. | |
| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
| ** POSITIVE MENTIONS** | | 274.2<br>15.5%<br>100.0% | 181.5<br>13.9%<br>66.2% | 156.7<br>14.0%<br>57.1% | 24.8<br>13.4%<br>9.0% | 102.4<br>11.6%<br>37.4% | 77.6<br>11.2%<br>28.3% | 79.0<br>18.8%<br>28.8% | 92.7<br>20.1%<br>33.8% | 51.0<br>18.3%<br>18.6% | 29.7<br>17.1%<br>10.8% | 41.7<br>23.9%<br>15.2% | 8.8<br>8.9%<br>3.2% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1<br>6.9%<br>100.0% | 63.0<br>4.8%<br>52.0% | 57.4<br>5.1%<br>47.4% | 5.6<br>3.0%<br>4.7% | 39.7<br>4.5%<br>32.8% | 34.1<br>4.9%<br>28.2% | 23.3<br>5.5%<br>19.2% | 58.1<br>12.6%<br>48.0% | 21.7<br>7.8%<br>17.9% | 10.2<br>5.8%<br>8.4% | 36.4<br>20.9%<br>30.0% | 3.5<br>3.5%<br>2.9% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 78.6<br>4.5%<br>100.0% | 40.0<br>3.1%<br>50.9% | 36.0<br>3.2%<br>45.8% | 4.0<br>2.2%<br>5.1% | 20.2<br>2.3%<br>25.7% | 16.2<br>2.3%<br>20.6% | 19.8<br>4.7%<br>25.2% | 38.6<br>8.3%<br>49.1% | 7.7<br>2.8%<br>9.8% | 4.6<br>2.6%<br>5.8% | 30.9<br>17.7%<br>39.3% | 1.8<br>1.8%<br>2.3% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5<br>6.4%<br>100.0% | 57.1<br>4.4%<br>50.7% | 52.6<br>4.7%<br>46.7% | 4.5<br>2.4%<br>4.0% | 29.5<br>3.3%<br>26.2% | 25.0<br>3.6%<br>22.2% | 27.6<br>6.6%<br>24.5% | 55.4<br>12.0%<br>49.3% | 21.0<br>7.5%<br>18.7% | 15.0<br>8.6%<br>13.3% | 34.4<br>19.7%<br>30.6% | 5.3<br>5.4%<br>4.7% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1<br>1.6%<br>100.0% | 28.1<br>2.2%<br>100.0% | 26.7<br>2.4%<br>95.0% | 1.4<br>.8%<br>5.0% | 4.0<br>.5%<br>14.4% | 2.6<br>.4%<br>9.4% | 24.1<br>5.7%<br>85.6% | - | - | - | - | - |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4<br>.2%<br>100.0% | 3.7<br>.3%<br>86.0% | - | 3.7<br>2.0%<br>96.0% | 3.7<br>.4%<br>86.0% | - | - | .6<br>.1%<br>14.0% | .6<br>.2%<br>14.0% | - | - | - |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.3%<br>100.0% | 4.7<br>.4%<br>100.0% | - | 4.7<br>2.5%<br>100.0% | 4.7<br>.5%<br>100.0% | - | - | - | - | - | - | - |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0<br>1.0%<br>100.0% | 18.0<br>1.4%<br>100.0% | 17.2<br>1.5%<br>95.4% | .8<br>.4%<br>4.6% | 10.7<br>1.2%<br>59.3% | 9.8<br>1.4%<br>54.7% | 7.3<br>1.7%<br>40.7% | - | - | - | - | - |
| **NEUTRAL MENTIONS** | | 1060.9<br>60.2%<br>100.0% | 765.1<br>58.8%<br>72.1% | 675.0<br>60.4%<br>63.6% | 90.1<br>48.8%<br>8.5% | 486.7<br>55.3%<br>45.9% | 396.6<br>57.0%<br>37.4% | 277.8<br>66.0%<br>26.2% | 295.8<br>64.0%<br>27.9% | 185.8<br>66.5%<br>17.5% | 117.2<br>67.3%<br>11.0% | 104.7<br>60.1%<br>9.9% | 74.4<br>75.1%<br>7.0% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6<br>54.6%<br>100.0% | 696.7<br>53.5%<br>72.4% | 612.8<br>54.9%<br>63.7% | 83.9<br>45.4%<br>8.7% | 434.8<br>49.4%<br>45.2% | 350.9<br>50.5%<br>36.5% | 261.3<br>62.1%<br>27.1% | 265.9<br>57.5%<br>27.6% | 164.4<br>58.9%<br>17.1% | 107.2<br>61.6%<br>11.1% | 96.2<br>55.2%<br>10.0% | 66.0<br>66.7%<br>6.9% |
| NEVER EXPERIENCED IT | 53-2 | 54.6<br>3.1%<br>100.0% | 34.1<br>2.6%<br>62.5% | 31.4<br>2.8%<br>57.6% | 2.7<br>1.4%<br>4.9% | 26.3<br>3.0%<br>48.3% | 23.7<br>3.4%<br>43.4% | 7.7<br>1.8%<br>14.2% | 20.5<br>4.4%<br>37.5% | 11.9<br>4.3%<br>21.9% | 5.9<br>3.4%<br>10.9% | 8.5<br>4.9%<br>15.7% | 8.3<br>8.4%<br>15.3% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

#=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
+----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+

| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3<br>.8%<br>100.0% | 6.4<br>.5%<br>44.5% | 5.5<br>.5%<br>38.7% | .8<br>.5%<br>5.9% | 5.4<br>.6%<br>38.0% | 4.6<br>.7%<br>32.2% | .9<br>.2%<br>6.5% | 7.9<br>1.7%<br>55.5% | 7.9<br>2.8%<br>55.5% | 2.6<br>1.5%<br>18.0% | - | - |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5<br>.1%<br>100.0% | 1.5<br>.1%<br>100.0% | .8<br>.1%<br>56.8% | .6<br>.3%<br>43.2% | 1.2<br>.1%<br>79.6% | .5<br>.1%<br>36.4% | .3<br>.1%<br>20.4% | - | - | - | - | - |
| DEPENDS ON CONDITIONS | 53-5 | 21.5<br>1.2%<br>100.0% | 20.0<br>1.5%<br>92.9% | 18.4<br>1.6%<br>85.5% | 1.6<br>.9%<br>7.5% | 18.5<br>2.1%<br>86.1% | 16.9<br>2.4%<br>78.6% | 1.5<br>.3%<br>6.8% | 1.5<br>.3%<br>7.1% | 1.5<br>.5%<br>7.1% | 1.5<br>.9%<br>7.1% | - | - |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7<br>.4%<br>100.0% | 7.7<br>.6%<br>100.0% | 6.1<br>.5%<br>78.8% | 1.6<br>.9%<br>21.2% | 1.6<br>.2%<br>21.2% | - | 6.1<br>1.4%<br>78.8% | - | - | - | - | - |
| **NEGATIVE MENTIONS** | | 385.7<br>21.9%<br>100.0% | 294.1<br>22.6%<br>76.3% | 271.6<br>24.3%<br>70.4% | 22.5<br>12.2%<br>5.8% | 242.5<br>27.5%<br>62.9% | 219.9<br>31.6%<br>57.0% | 51.7<br>12.3%<br>13.4% | 91.6<br>19.8%<br>23.7% | 56.6<br>20.3%<br>14.7% | 30.2<br>17.4%<br>7.8% | 31.8<br>18.2%<br>8.2% | 15.9<br>16.0%<br>4.1% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8<br>3.8%<br>100.0% | 57.6<br>4.4%<br>85.0% | 52.0<br>4.7%<br>76.7% | 5.6<br>3.1%<br>8.3% | 54.1<br>6.1%<br>79.8% | 48.4<br>7.0%<br>71.4% | 3.6<br>.8%<br>5.2% | 10.2<br>2.2%<br>15.0% | 4.2<br>1.5%<br>6.3% | 4.0<br>2.3%<br>5.9% | 5.3<br>3.0%<br>7.8% | - |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8<br>8.3%<br>100.0% | 93.9<br>7.2%<br>64.4% | 89.4<br>8.0%<br>61.3% | 4.5<br>2.4%<br>3.1% | 74.1<br>8.4%<br>50.8% | 69.6<br>10.0%<br>47.7% | 19.8<br>4.7%<br>13.6% | 51.9<br>11.2%<br>35.6% | 27.1<br>9.7%<br>18.6% | 11.5<br>6.6%<br>7.9% | 22.2<br>12.7%<br>15.2% | 11.6<br>11.7%<br>7.9% |
| PREFER NATURAL SNOW | 54-3 | 115.8<br>6.6%<br>100.0% | 95.0<br>7.3%<br>82.0% | 86.4<br>7.7%<br>74.6% | 8.6<br>4.7%<br>7.4% | 72.5<br>8.2%<br>62.6% | 63.9<br>9.2%<br>55.2% | 22.5<br>5.3%<br>19.4% | 20.9<br>4.5%<br>18.0% | 19.1<br>6.8%<br>16.5% | 11.9<br>6.8%<br>10.3% | 1.7<br>1.0%<br>1.5% | 1.7<br>1.8%<br>1.5% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0<br>4.0%<br>100.0% | 54.7<br>4.2%<br>77.1% | 53.6<br>4.8%<br>75.5% | 1.1<br>.6%<br>1.5% | 38.2<br>4.3%<br>53.8% | 37.1<br>5.3%<br>52.3% | 16.5<br>3.9%<br>23.3% | 16.3<br>3.5%<br>22.9% | 13.5<br>4.8%<br>19.0% | 10.6<br>6.1%<br>14.9% | 2.8<br>1.6%<br>3.9% | 2.6<br>2.6%<br>3.6% |
| MAKES FOR POOR SKIING | 54-5 | 8.9<br>.5%<br>100.0% | 8.9<br>.7%<br>100.0% | 8.5<br>.8%<br>95.4% | .4<br>.2%<br>4.6% | 8.3<br>.9%<br>93.4% | 7.9<br>1.1%<br>88.8% | .6<br>.1%<br>6.6% | - | - | - | - | - |
| SNOW MAKING POOR | 54-6 | 17.4<br>1.0%<br>100.0% | 9.9<br>.8%<br>56.7% | 8.3<br>.7%<br>47.6% | 1.6<br>.9%<br>9.1% | 7.5<br>.9%<br>43.0% | 5.9<br>.9%<br>33.9% | 2.4<br>.6%<br>13.7% | 7.6<br>1.6%<br>43.3% | 3.7<br>1.3%<br>21.4% | 3.1<br>1.8%<br>17.9% | 3.8<br>2.2%<br>22.0% | - |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | | ALBERTA DESTINATIONS | | | | | FLATLAND | OUT-OF-PROV.DESTINATION | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | RMS | | | SKIING | TOTAL | B.C. | | U.S.A. | |
| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
| OTHER NEGATIVE MENTICNS | 54-0 | 5.6<br>.3%<br>100.0% | 5.6<br>.4%<br>100.0% | 4.6<br>.4%<br>81.6% | 1.0<br>.6%<br>16.4% | 5.6<br>.6%<br>100.0% | 4.6<br>.7%<br>81.6% | - | - | - | - | - | - |
| DON'T KNOW | 54-X | 50.0<br>2.8%<br>100.0% | 48.8<br>3.7%<br>97.5% | 34.5<br>3.1%<br>68.9% | 14.3<br>7.7%<br>28.6% | 39.4<br>4.5%<br>78.7% | 25.1<br>3.6%<br>50.1% | 9.4<br>2.2%<br>18.8% | 1.2<br>.3%<br>2.5% | 1.2<br>.4%<br>2.5% | 1.2<br>.7%<br>2.5% | - | - |
| NO ANSWER | 54-R | 47.8<br>2.7%<br>100.0% | 47.8<br>3.7%<br>100.0% | 13.7<br>1.2%<br>28.6% | 34.1<br>18.5%<br>71.4% | 36.3<br>4.1%<br>76.0% | 2.2<br>.3%<br>4.5% | 11.5<br>2.7%<br>24.0% | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>111.1%<br>100.0% | 1301.5<br>107.8%<br>73.8% | 1116.7<br>108.7%<br>63.3% | 184.8<br>101.4%<br>10.5% | 880.2<br>106.1%<br>49.9% | 695.5<br>107.8%<br>39.4% | 420.6<br>110.4%<br>23.9% | 462.2<br>120.2%<br>26.2% | 279.2<br>109.3%<br>15.8% | 174.1<br>108.7%<br>9.9% | 174.3<br>138.9%<br>9.9% | 99.0<br>101.9%<br>5.6% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

TRIP TIMING

| | | | SEASON | | | | | PERIOD SKIED | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| ** POSITIVE MENTIONS** | | 139.6 | 4.6 | 29.0 | 29.7 | 52.8 | 23.5 | 42.4 | 24.3 | 18.1 | 97.3 | 65.1 | 32.2 |
| | | 13.1% | 16.1% | 17.0% | 11.6% | 13.8% | 10.2% | 13.4% | 13.9% | 12.8% | 13.1% | 13.3% | 12.6% |
| | | 100.0% | 3.3% | 20.8% | 21.3% | 37.8% | 16.8% | 30.4% | 17.4% | 13.0% | 69.6% | 46.6% | 23.1% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 49.4 | 1.6 | 7.8 | 6.6 | 21.4 | 12.0 | 17.5 | 11.1 | 6.6 | 31.8 | 23.0 | 8.8 |
| | | 4.6% | 5.7% | 4.6% | 2.6% | 5.6% | 5.2% | 5.6% | 6.3% | 4.6% | 4.3% | 4.7% | 3.5% |
| | | 100.0% | 3.3% | 15.8% | 13.4% | 43.2% | 24.2% | 35.6% | 22.4% | 13.3% | 64.4% | 46.5% | 17.9% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 29.5 | 1.6 | 12.1 | 7.7 | 5.4 | 2.8 | 9.6 | 6.2 | 3.4 | 19.9 | 15.9 | 4.0 |
| | | 2.8% | 5.4% | 7.1% | 3.0% | 1.4% | 1.2% | 3.0% | 3.6% | 2.4% | 2.7% | 3.2% | 1.6% |
| | | 100.0% | 5.3% | 40.9% | 26.1% | 18.3% | 9.4% | 32.6% | 21.1% | 11.5% | 67.4% | 53.8% | 13.6% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 47.0 | .4 | 9.1 | 9.9 | 21.1 | 6.4 | 13.9 | 8.0 | 5.9 | 33.0 | 18.2 | 14.9 |
| | | 4.4% | 1.4% | 5.3% | 3.9% | 5.5% | 2.8% | 4.4% | 4.6% | 4.2% | 4.4% | 3.7% | 5.8% |
| | | 100.0% | .8% | 19.4% | 21.1% | 45.0% | 13.7% | 29.6% | 17.0% | 12.6% | 70.4% | 38.7% | 31.6% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 7.6 | .5 | .4 | 2.0 | 3.2 | 1.5 | 4.9 | 2.0 | 2.9 | 2.6 | 1.2 | 1.4 |
| | | .7% | 1.7% | .3% | .8% | .8% | .6% | 1.6% | 1.2% | 2.1% | .4% | .2% | .6% |
| | | 100.0% | 6.3% | 5.8% | 26.8% | 41.9% | 19.3% | 65.4% | 27.1% | 38.4% | 34.6% | 15.7% | 18.9% |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4 | - | .9 | .9 | .7 | 1.9 | .6 | .6 | * | 3.7 | 3.5 | .2 |
| | | .4% | | .5% | .3% | .2% | .8% | .2% | .3% | * | .5% | .7% | .1% |
| | | 100.0% | | 21.5% | 20.2% | 15.1% | 43.2% | 14.7% | 14.0% | .7% | 85.3% | 81.3% | 4.0% |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7 | - | .4 | 1.1 | 1.7 | 1.4 | * | - | * | 4.6 | 4.5 | .2 |
| | | .4% | | .3% | .4% | .5% | .6% | * | | * | .6% | .9% | .1% |
| | | 100.0% | | 9.6% | 23.9% | 36.7% | 29.8% | .7% | | .7% | 99.3% | 95.9% | 3.5% |
| OTHER POSITIVE MENTIONS | 52-0 | 11.7 | .7 | 6.8 | 2.1 | 1.5 | .5 | 1.5 | 1.3 | .2 | 10.2 | 7.5 | 2.7 |
| | | 1.1% | 2.6% | 4.0% | .8% | .4% | .2% | .5% | .7% | .1% | 1.4% | 1.5% | 1.1% |
| | | 100.0% | 6.3% | 58.5% | 17.8% | 12.9% | 4.5% | 12.8% | 11.1% | 1.7% | 87.2% | 63.8% | 23.4% |
| **NEUTRAL MENTIONS** | | 650.4 | 17.6 | 84.3 | 157.6 | 224.1 | 166.8 | 200.7 | 110.8 | 89.9 | 445.2 | 279.9 | 165.3 |
| | | 60.9% | 60.9% | 49.3% | 61.5% | 58.8% | 72.4% | 63.6% | 63.5% | 63.7% | 59.8% | 57.1% | 64.8% |
| | | 100.0% | 2.7% | 13.0% | 24.2% | 34.5% | 25.7% | 30.9% | 17.0% | 13.8% | 68.4% | 43.0% | 25.4% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 578.3 | 15.5 | 74.7 | 139.7 | 196.1 | 152.4 | 186.3 | 103.6 | 82.7 | 388.9 | 249.2 | 139.7 |
| | | 54.2% | 53.6% | 43.7% | 54.5% | 51.4% | 66.2% | 59.0% | 59.3% | 58.6% | 52.2% | 50.9% | 54.7% |
| | | 100.0% | 2.7% | 12.9% | 24.2% | 33.9% | 26.4% | 32.2% | 17.9% | 14.3% | 67.2% | 43.1% | 24.1% |
| NEVER EXPERIENCED IT | 53-2 | 41.8 | 1.8 | 3.7 | 8.6 | 24.0 | 3.7 | 10.2 | 4.6 | 5.6 | 31.0 | 16.0 | 14.9 |
| | | 3.9% | 6.3% | 2.1% | 3.4% | 6.3% | 1.6% | 3.2% | 2.6% | 4.0% | 4.2% | 3.3% | 5.8% |
| | | 100.0% | 4.3% | 8.8% | 20.6% | 57.4% | 9.0% | 24.3% | 11.0% | 13.4% | 74.1% | 36.4% | 35.7% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 11.0 | .3 | 3.7 | 5.9 | 1.0 | .1 | 1.4 | .8 | .6 | 9.6 | 4.3 | 5.3 |
| | | 1.0% | 1.1% | 2.2% | 2.3% | .3% | .1% | .4% | .4% | .4% | 1.3% | .9% | 2.1% |
| | | 100.0% | 2.8% | 33.6% | 53.6% | 8.7% | 1.3% | 12.6% | 7.1% | 5.5% | 87.4% | 39.3% | 48.1% |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5 | - | .8 | .3 | .2 | .1 | .9 | .5 | .3 | .6 | .5 | .1 |
| | | .1% | | .5% | .1% | .1% | .1% | .3% | .3% | .2% | .1% | .1% | .1% |
| | | 100.0% | | 56.8% | 17.6% | 16.1% | 9.4% | 56.8% | 36.4% | 20.4% | 43.2% | 33.8% | 9.4% |
| DEPENDS ON CONDITIONS | 53-5 | 16.7 | - | .7 | 3.4 | 2.6 | 10.0 | 2.0 | 1.4 | .7 | 14.7 | 9.7 | 5.0 |
| | | 1.6% | | .4% | 1.3% | .7% | 4.4% | .6% | .8% | .5% | 2.0% | 2.0% | 2.0% |
| | | 100.0% | | 4.1% | 20.1% | 15.8% | 60.0% | 12.2% | 8.1% | 4.1% | 87.8% | 58.0% | 29.8% |
| OTHER NEUTRAL MENTIONS | 53-0 | 2.4 | - | .7 | 1.0 | .3 | .4 | - | - | - | 1.6 | 1.4 | .3 |
| | | .2% | | .4% | .4% | .1% | .2% | | | | .2% | .3% | .1% |
| | | 100.0% | | 31.2% | 41.4% | 11.2% | 16.3% | | | | 69.2% | 57.0% | 11.2% |
| **NEGATIVE MENTIONS** | | 225.5 | 8.0 | 40.4 | 57.0 | 88.3 | 31.8 | 68.2 | 39.0 | 29.3 | 156.6 | 102.0 | 54.6 |
| | | 21.1% | 27.8% | 23.6% | 22.2% | 23.2% | 13.8% | 21.6% | 22.3% | 20.7% | 21.0% | 20.8% | 21.4% |
| | | 100.0% | 3.6% | 17.9% | 25.3% | 39.2% | 14.1% | 30.3% | 17.3% | 13.0% | 69.4% | 45.2% | 24.2% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 33.6 | .6 | 3.2 | 12.4 | 15.9 | 1.5 | 10.4 | 4.0 | 6.4 | 22.9 | 11.9 | 11.1 |
| | | 3.2% | 2.2% | 1.9% | 4.9% | 4.2% | .6% | 3.3% | 2.3% | 4.6% | 3.1% | 2.4% | 4.4% |
| | | 100.0% | 1.9% | 9.5% | 37.0% | 47.2% | 4.3% | 31.1% | 11.9% | 19.2% | 68.0% | 35.0% | 33.0% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 82.1 | 1.8 | 26.3 | 23.7 | 25.4 | 4.9 | 15.7 | 12.0 | 3.7 | 66.4 | 44.2 | 22.2 |
| | | 7.7% | 6.2% | 15.4% | 9.3% | 6.7% | 2.1% | 5.0% | 6.9% | 2.6% | 9.9% | 9.0% | 8.7% |
| | | 100.0% | 2.2% | 32.1% | 28.9% | 30.9% | 6.0% | 19.2% | 14.6% | 4.5% | 80.8% | 53.8% | 27.1% |
| PREFER NATURAL SNOW | 54-3 | 72.1 | 4.9 | 5.5 | 10.1 | 29.9 | 21.8 | 27.6 | 17.9 | 9.7 | 44.5 | 33.1 | 11.4 |
| | | 6.8% | 16.9% | 3.2% | 4.0% | 7.8% | 9.5% | 8.7% | 10.2% | 6.9% | 6.0% | 6.8% | 4.5% |
| | | 100.0% | 6.8% | 7.6% | 14.0% | 41.4% | 30.2% | 38.3% | 24.8% | 13.5% | 61.7% | 45.9% | 15.8% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 40.4 | .9 | 5.1 | 7.7 | 22.4 | 4.4 | 20.8 | 9.3 | 11.5 | 19.2 | 9.7 | 9.6 |
| | | 3.8% | 3.3% | 3.0% | 3.0% | 5.9% | 1.9% | 6.6% | 5.3% | 8.2% | 2.6% | 2.0% | 3.7% |
| | | 100.0% | 2.3% | 12.5% | 19.1% | 55.3% | 10.8% | 51.5% | 22.9% | 28.5% | 47.6% | 24.0% | 23.6% |
| MAKES FOR POOR SKIING | 54-5 | 6.8 | .2 | 1.1 | .2 | .8 | 4.4 | 1.9 | .7 | 1.2 | 4.8 | 4.8 | - |
| | | .6% | .7% | .6% | .1% | .2% | 1.9% | .6% | .4% | .9% | .7% | 1.0% | |
| | | 100.0% | 3.0% | 16.3% | 2.6% | 12.4% | 65.7% | 28.2% | 10.2% | 18.0% | 71.8% | 71.8% | |
| SNOW MAKING POOR | 54-6 | 17.0 | .4 | 2.3 | 7.7 | 6.5 | .2 | 4.8 | .8 | 4.0 | 12.2 | 9.7 | 2.6 |
| | | 1.6% | 1.3% | 1.4% | 3.0% | 1.7% | .1% | 1.5% | .4% | 2.8% | 1.6% | 2.0% | 1.0% |
| | | 100.0% | 2.2% | 13.6% | 45.0% | 38.0% | 1.3% | 28.2% | 4.6% | 23.6% | 71.8% | 56.7% | 15.1% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| OTHER NEGATIVE MENTIONS | 54-0 | 3.7 | - | .1 | - | 2.9 | .7 | - | - | - | 3.7 | .9 | 2.8 |
| | | .3% | | .1% | | .3% | .3% | | | | .5% | .2% | 1.1% |
| | | 100.0% | | 3.1% | | 78.9% | 18.0% | | | | 100.0% | 24.6% | 75.4% |
| DON'T KNOW | 54-X | 47.7 | .3 | 17.2 | 16.6 | 10.1 | 3.5 | 10.0 | 4.4 | 5.6 | 37.7 | 28.8 | 8.8 |
| | | 4.5% | 1.2% | 10.1% | 6.5% | 2.6% | 1.5% | 3.2% | 2.5% | 4.0% | 5.1% | 5.9% | 3.5% |
| | | 100.0% | .7% | 36.1% | 34.7% | 21.2% | 7.4% | 21.0% | 9.2% | 11.8% | 79.0% | 60.4% | 18.5% |
| NO ANSWER | 54-R | 37.1 | - | .7 | 4.7 | 19.9 | 11.8 | 1.3 | .1 | 1.2 | 34.3 | 30.2 | 4.1 |
| | | 3.5% | | .4% | 1.8% | 5.2% | 5.1% | .4% | * | .9% | 4.6% | 6.2% | 1.6% |
| | | 100.0% | | 1.8% | 12.8% | 53.6% | 31.8% | 3.6% | .2% | 3.3% | 92.6% | 81.6% | 11.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 107.4% | 109.6% | 107.5% | 106.4% | 108.4% | 107.0% | 108.1% | 108.1% | 108.0% | 107.4% | 107.9% | 106.1% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION ...(TRIP IN GENERAL)... | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| ** POSITIVE MENTIONS** | | 95.5<br>12.3%<br>100.0% | 17.5<br>13.4%<br>18.4% | 78.0<br>12.1%<br>81.6% | 77.5<br>13.1%<br>81.2% | 16.6<br>13.3%<br>17.4% | 13.9<br>10.5%<br>14.6% | .4<br>4.4%<br>.4% | 41.6<br>12.4%<br>43.6% | 15.6<br>12.8%<br>16.3% | 4.0<br>9.3%<br>4.2% | 34.6<br>11.0%<br>36.2% | 54.1<br>14.0%<br>56.6% | 6.8<br>9.3%<br>7.1% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 32.9<br>4.2%<br>100.0% | 2.3<br>1.7%<br>6.9% | 30.7<br>4.7%<br>93.1% | 30.8<br>5.2%<br>93.7% | 3.0<br>2.4%<br>9.1% | .9<br>.7%<br>2.8% | .2<br>2.1%<br>.6% | 9.7<br>2.9%<br>29.4% | 8.4<br>6.9%<br>25.4% | 1.1<br>2.6%<br>3.4% | 7.1<br>2.3%<br>21.7% | 22.7<br>5.9%<br>68.8% | 3.1<br>4.2%<br>9.4% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 23.1<br>3.0%<br>100.0% | 2.9<br>2.2%<br>12.5% | 20.2<br>3.1%<br>87.5% | 19.4<br>3.3%<br>83.8% | 2.5<br>2.0%<br>11.0% | 3.7<br>2.9%<br>16.0% | *<br>.2%<br>.1% | 9.3<br>2.8%<br>40.2% | 4.0<br>3.3%<br>17.5% | .3<br>.7%<br>1.2% | 11.6<br>3.7%<br>50.3% | 10.7<br>2.8%<br>46.4% | .8<br>1.0%<br>3.3% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 24.6<br>3.2%<br>100.0% | 4.7<br>3.6%<br>19.1% | 19.9<br>3.1%<br>80.9% | 18.8<br>3.2%<br>76.4% | 2.7<br>2.2%<br>11.0% | 5.1<br>3.8%<br>20.6% | *<br>.2%<br>.1% | 11.5<br>3.4%<br>47.0% | 1.0<br>.8%<br>4.0% | 1.1<br>2.4%<br>4.3% | 8.4<br>2.6%<br>34.0% | 13.4<br>3.5%<br>54.6% | 2.8<br>3.8%<br>11.4% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 7.6<br>1.0%<br>100.0% | .1<br>.1%<br>1.3% | 7.5<br>1.2%<br>98.7% | 7.5<br>1.3%<br>99.7% | .7<br>.5%<br>9.8% | *<br>*<br>.2% | - | 2.0<br>.6%<br>27.0% | .6<br>.5%<br>7.6% | - | 2.1<br>.7%<br>27.3% | 5.2<br>1.3%<br>68.2% | .3<br>.5%<br>4.6% |
| POSITIVE EFFECT/PREFER IT | 52-5 | 3.7<br>.5%<br>100.0% | 2.0<br>1.5%<br>53.9% | 1.7<br>.3%<br>46.1% | 1.8<br>.3%<br>47.0% | 3.4<br>2.7%<br>91.2% | 1.9<br>1.4%<br>50.0% | - | 2.1<br>.6%<br>56.4% | 1.0<br>.8%<br>26.1% | 1.1<br>2.6%<br>30.6% | 2.1<br>.7%<br>57.1% | 1.6<br>.4%<br>42.9% | - |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.6%<br>100.0% | 2.5<br>1.9%<br>52.8% | 2.2<br>.3%<br>47.2% | 2.4<br>.4%<br>52.4% | 3.7<br>2.9%<br>78.2% | .8<br>.6%<br>17.6% | .2<br>1.9%<br>3.8% | 3.6<br>1.1%<br>77.9% | .6<br>.5%<br>12.8% | .4<br>1.0%<br>9.3% | 3.3<br>1.0%<br>70.8% | 1.4<br>.4%<br>29.2% | - |
| OTHER POSITIVE MENTIONS | 52-0 | 11.7<br>1.5%<br>100.0% | 3.1<br>2.4%<br>26.7% | 8.6<br>1.3%<br>73.3% | 9.5<br>1.6%<br>81.5% | .6<br>.5%<br>5.5% | 1.5<br>1.2%<br>13.1% | - | 10.2<br>3.0%<br>86.9% | *<br>*<br>.3% | - | 8.4<br>2.7%<br>71.5% | 2.9<br>.8%<br>24.8% | .4<br>.6%<br>3.6% |
| **NEUTRAL MENTIONS** | | 457.9<br>59.0%<br>100.0% | 72.6<br>55.5%<br>15.9% | 385.3<br>59.7%<br>84.1% | 350.0<br>59.2%<br>76.4% | 61.9<br>49.5%<br>13.5% | 82.9<br>62.7%<br>18.1% | 3.6<br>39.2%<br>.8% | 183.8<br>54.8%<br>40.1% | 73.2<br>60.0%<br>16.0% | 19.7<br>45.5%<br>4.3% | 176.9<br>56.1%<br>38.6% | 234.7<br>60.6%<br>51.3% | 45.3<br>61.9%<br>9.9% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 411.0<br>52.9%<br>100.0% | 69.0<br>52.0%<br>16.5% | 342.9<br>53.1%<br>83.5% | 306.7<br>51.9%<br>74.6% | 57.8<br>46.2%<br>14.1% | 81.4<br>61.5%<br>19.8% | 3.3<br>35.9%<br>.8% | 159.9<br>47.7%<br>38.9% | 64.1<br>52.5%<br>15.6% | 19.7<br>45.5%<br>4.3% | 153.9<br>48.8%<br>37.4% | 214.9<br>55.7%<br>52.3% | 41.1<br>56.2%<br>10.0% |
| NEVER EXPERIENCED IT | 53-2 | 23.5<br>3.0%<br>100.0% | 3.1<br>2.4%<br>13.2% | 20.4<br>3.2%<br>86.8% | 21.5<br>3.6%<br>91.6% | 2.2<br>1.7%<br>9.3% | .6<br>.5%<br>2.6% | - | 8.5<br>2.5%<br>36.2% | 6.0<br>4.9%<br>25.4% | - | 8.7<br>2.7%<br>37.0% | 11.4<br>2.9%<br>48.5% | 3.4<br>4.7%<br>14.6% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 5.6 | 1.1 | 4.6 | 4.9 | .6 | .5 | - | 4.2 | .1 | - | .8 | 4.7 | .1 |
| | | .7% | .8% | .7% | .8% | .5% | .4% | | 1.3% | .1% | | .2% | 1.2% | .2% |
| | | 100.0% | 18.8% | 81.2% | 86.3% | 11.0% | 8.2% | | 74.5% | 1.8% | | 13.6% | 83.9% | 2.5% |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5 | .3 | 1.2 | 1.5 | .3 | - | - | .6 | - | - | .3 | 1.2 | - |
| | | .2% | .2% | .2% | .3% | .2% | | | .2% | | | .1% | .3% | |
| | | 100.0% | 17.6% | 82.4% | 100.0% | 17.6% | | | 43.2% | | | 17.6% | 82.4% | |
| DEPENDS ON CONDITIONS | 53-5 | 15.2 | .4 | 14.8 | 14.4 | 1.2 | .4 | - | 9.9 | 3.4 | - | 11.4 | 3.2 | .6 |
| | | 2.0% | .3% | 2.3% | 2.4% | .9% | .3% | | 3.0% | 2.8% | | 3.6% | .8% | .9% |
| | | 100.0% | 2.6% | 97.4% | 94.6% | 7.7% | 2.7% | | 65.1% | 22.2% | | 74.8% | 21.1% | 4.1% |
| OTHER NEUTRAL MENTIONS | 53-0 | 2.4 | * | 2.3 | 1.3 | 1.1 | * | .2 | 1.0 | .7 | - | 1.9 | .5 | - |
| | | .3% | * | .4% | .2% | .9% | * | 2.3% | .3% | .6% | | .6% | .1% | |
| | | 100.0% | 2.0% | 98.0% | 54.9% | 45.5% | 2.0% | 9.1% | 39.9% | 28.3% | | 80.4% | 19.6% | |
| **NEGATIVE MENTIONS** | | 164.5 | 23.8 | 140.7 | 137.7 | 12.0 | 19.7 | 2.1 | 72.4 | 24.6 | 9.5 | 68.1 | 79.9 | 16.4 |
| | | 21.2% | 18.2% | 21.8% | 23.3% | 9.6% | 14.9% | 23.1% | 21.6% | 20.2% | 21.9% | 21.6% | 20.7% | 22.4% |
| | | 100.0% | 14.5% | 85.5% | 83.7% | 7.3% | 11.9% | 1.3% | 44.0% | 15.0% | 5.3% | 41.4% | 48.6% | 10.0% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 26.1 | 2.1 | 24.0 | 23.3 | 3.4 | 2.7 | .4 | 9.4 | 6.7 | 2.8 | 9.8 | 13.8 | 2.5 |
| | | 3.4% | 1.6% | 3.7% | 3.9% | 2.7% | 2.1% | 4.4% | 2.8% | 5.5% | 6.5% | 3.1% | 3.6% | 3.5% |
| | | 100.0% | 8.0% | 92.0% | 89.1% | 12.9% | 10.5% | 1.6% | 36.2% | 25.8% | 10.7% | 37.4% | 52.9% | 9.7% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 46.2 | 6.5 | 39.7 | 38.4 | 3.0 | 5.3 | .3 | 23.3 | 6.8 | 2.0 | 16.6 | 24.5 | 5.1 |
| | | 5.9% | 4.9% | 6.1% | 6.5% | 2.4% | 4.0% | 3.5% | 7.0% | 5.5% | 4.5% | 5.2% | 6.4% | 6.9% |
| | | 100.0% | 14.0% | 86.0% | 83.2% | 6.5% | 11.4% | .7% | 50.6% | 14.7% | 4.2% | 35.9% | 53.2% | 11.0% |
| PREFER NATURAL SNOW | 54-3 | 57.8 | 9.2 | 48.7 | 49.4 | 4.0 | 6.2 | .5 | 24.9 | 9.5 | .5 | 31.1 | 21.8 | 5.0 |
| | | 7.4% | 7.0% | 7.5% | 8.3% | 3.2% | 4.7% | 5.9% | 7.4% | 7.8% | 1.1% | 9.8% | 5.6% | 6.8% |
| | | 100.0% | 15.9% | 84.1% | 85.4% | 6.8% | 10.7% | .9% | 43.1% | 16.4% | .8% | 53.7% | 37.6% | 8.6% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 31.7 | 4.6 | 27.1 | 25.8 | .8 | 4.1 | * | 12.8 | .2 | * | 13.5 | 13.5 | 4.6 |
| | | 4.1% | 3.5% | 4.2% | 4.4% | .7% | 3.1% | .1% | 3.8% | .1% | .1% | 4.3% | 3.5% | 6.3% |
| | | 100.0% | 14.5% | 85.5% | 81.6% | 2.6% | 13.0% | * | 40.5% | .5% | .1% | 42.7% | 42.7% | 14.6% |
| MAKES FOR POOR SKIING | 54-5 | 6.8 | - | 6.8 | 6.5 | - | .2 | - | 4.8 | * | - | 5.0 | 1.6 | .2 |
| | | .9% | | 1.0% | 1.1% | | .2% | | 1.4% | * | | 1.6% | .4% | .3% |
| | | 100.0% | | 100.0% | 97.0% | | 3.0% | | 71.8% | * | | 74.0% | 23.0% | 3.0% |
| SNOW MAKING POOR | 54-6 | 9.5 | 2.9 | 6.6 | 5.9 | .3 | 2.7 | .9 | 2.8 | .9 | 1.6 | 2.4 | 6.6 | .5 |
| | | 1.2% | 2.2% | 1.0% | 1.0% | .3% | 2.0% | 9.3% | .8% | .7% | 3.7% | .8% | 1.7% | .8% |
| | | 100.0% | 30.1% | 69.9% | 62.5% | 3.5% | 28.4% | 9.1% | 29.9% | 9.1% | 16.8% | 25.0% | 69.2% | 5.8% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| OTHER NEGATIVE MENTIONS | 54-0 | 3.7<br>.5%<br>100.0% | - | 3.7<br>.6%<br>100.0% | 3.7<br>.6%<br>100.0% | .8<br>.6%<br>21.1% | - | - | .4<br>.1%<br>9.7% | .7<br>.5%<br>18.0% | 2.7<br>6.2%<br>72.3% | .2<br>.1%<br>6.6% | 3.5<br>.9%<br>93.4% | - |
| ON'T KNOW | 54-X | 46.5<br>6.0%<br>100.0% | 11.1<br>8.5%<br>23.9% | 35.3<br>5.5%<br>76.1% | 31.6<br>5.3%<br>68.0% | 9.9<br>7.9%<br>21.4% | 9.3<br>7.0%<br>19.9% | 1.3<br>14.5%<br>2.9% | 21.8<br>6.5%<br>47.0% | 6.9<br>5.7%<br>14.9% | 7.9<br>18.3%<br>17.0% | 22.2<br>7.0%<br>47.7% | 18.6<br>4.8%<br>40.1% | 5.7<br>7.8%<br>12.2% |
| O ANSWER | 54-R | 37.1<br>4.8%<br>100.0% | 10.3<br>7.8%<br>27.7% | 26.8<br>4.2%<br>72.3% | 17.7<br>3.0%<br>47.7% | 25.0<br>19.9%<br>67.4% | 8.5<br>6.4%<br>23.0% | 1.8<br>19.8%<br>5.0% | 25.6<br>7.6%<br>69.0% | 9.7<br>7.9%<br>26.1% | 2.1<br>4.9%<br>5.3% | 22.2<br>7.0%<br>60.0% | 12.0<br>3.1%<br>32.5% | 2.1<br>2.9%<br>5.7% |
| ASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>107.3%<br>100.0% | 130.9<br>104.6%<br>16.9% | 645.8<br>107.7%<br>83.1% | 591.7<br>108.5%<br>76.2% | 125.2<br>101.3%<br>16.1% | 132.2<br>102.7%<br>17.0% | 9.3<br>100.1%<br>1.2% | 335.2<br>106.8%<br>43.2% | 122.1<br>107.4%<br>15.7% | 43.3<br>100.1%<br>5.6% | 315.6<br>108.6%<br>40.6% | 386.2<br>105.1%<br>49.7% | 73.2<br>107.3%<br>9.4% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| ** POSITIVE MENTIONS** | | 24.8 | 15.7 | 5.4 | 3.6 | 11.9 | 12.8 |
| | | 13.4% | 12.7% | 14.7% | 14.3% | 13.5% | 13.4% |
| | | 100.0% | 63.2% | 21.6% | 14.5% | 48.2% | 51.8% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 5.6 | 4.0 | .9 | .5 | 3.4 | 2.2 |
| | | 3.0% | 3.3% | 2.5% | 2.1% | 3.8% | 2.3% |
| | | 100.0% | 71.0% | 15.9% | 9.3% | 60.6% | 39.4% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 4.0 | 2.1 | 1.3 | .6 | 1.8 | 2.2 |
| | | 2.2% | 1.7% | 3.6% | 2.3% | 2.0% | 2.3% |
| | | 100.0% | 51.9% | 32.7% | 14.3% | 44.6% | 55.4% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 4.5 | 2.3 | 1.7 | .2 | 2.1 | 2.4 |
| | | 2.4% | 1.9% | 4.7% | .8% | 2.3% | 2.5% |
| | | 100.0% | 52.0% | 37.9% | 4.3% | 46.5% | 53.5% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 1.4 | .6 | .7 | * | .6 | .8 |
| | | .8% | .5% | 2.0% | .2% | .7% | .8% |
| | | 100.0% | 42.7% | 52.1% | 3.1% | 42.2% | 57.8% |
| POSITIVE EFFECT/PREFER IT | 52-5 | 3.7 | 2.4 | .5 | 1.2 | 1.9 | 1.9 |
| | | 2.0% | 1.9% | 1.5% | 4.8% | 2.1% | 2.0% |
| | | 100.0% | 63.2% | 14.1% | 32.5% | 49.6% | 50.4% |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7 | 3.7 | .1 | .8 | 1.8 | 2.9 |
| | | 2.5% | 3.0% | .4% | 3.2% | 2.0% | 3.0% |
| | | 100.0% | 80.0% | 2.9% | 17.1% | 38.6% | 61.4% |
| OTHER POSITIVE MENTIONS | 52-0 | .8 | .5 | .1 | .2 | .4 | .4 |
| | | .4% | .4% | .1% | 1.0% | .5% | .4% |
| | | 100.0% | 64.7% | 6.2% | 29.1% | 48.4% | 51.6% |
| **NEUTRAL MENTIONS** | | 90.1 | 61.3 | 18.0 | 12.2 | 40.3 | 49.7 |
| | | 48.8% | 49.9% | 49.5% | 48.5% | 45.5% | 51.7% |
| | | 100.0% | 68.0% | 20.0% | 13.5% | 44.8% | 55.1% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 83.9 | 57.4 | 16.3 | 11.4 | 37.3 | 46.6 |
| | | 45.4% | 46.7% | 44.8% | 45.3% | 42.0% | 48.5% |
| | | 100.0% | 68.4% | 19.4% | 13.5% | 44.4% | 55.5% |
| NEVER EXPERIENCED IT | 53-2 | 2.7 | 1.3 | 1.2 | .1 | 1.0 | 1.7 |
| | | 1.4% | 1.0% | 3.4% | .6% | 1.1% | 1.8% |
| | | 100.0% | 47.8% | 47.0% | 5.2% | 36.5% | 63.5% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | .8<br>.5%<br>100.0% | .7<br>.6%<br>87.8% | .1<br>.3%<br>12.2% | - | *<br>*<br>3.0% | .8<br>.8%<br>97.0% |
| DON'T MIND IF NOT TOO ICY | 53-4 | .6<br>.3%<br>100.0% | .4<br>.3%<br>62.6% | .2<br>.7%<br>37.4% | - | .4<br>.5%<br>62.6% | .2<br>.3%<br>37.4% |
| DEPENDS ON CONDITIONS | 53-5 | 1.6<br>.9%<br>100.0% | 1.1<br>.9%<br>67.2% | .3<br>.7%<br>17.0% | .5<br>2.0%<br>30.8% | .8<br>.9%<br>48.1% | .8<br>.9%<br>51.9% |
| OTHER NEUTRAL MENTIONS | 53-0 | 1.6<br>.9%<br>100.0% | .6<br>.5%<br>38.7% | .8<br>2.3%<br>51.4% | .2<br>.6%<br>9.9% | 1.1<br>1.3%<br>69.7% | .5<br>.5%<br>30.3% |
| **NEGATIVE MENTIONS** | | 22.5<br>12.2%<br>100.0% | 15.1<br>12.3%<br>67.0% | 3.9<br>10.7%<br>17.3% | 1.6<br>6.5%<br>7.2% | 12.3<br>13.8%<br>54.5% | 10.3<br>10.7%<br>45.5% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 5.6<br>3.1%<br>100.0% | 3.8<br>3.1%<br>67.7% | 1.2<br>3.2%<br>20.4% | .6<br>2.4%<br>10.6% | 3.7<br>4.1%<br>64.8% | 2.0<br>2.1%<br>35.2% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 4.5<br>2.4%<br>100.0% | 3.0<br>2.4%<br>66.3% | 1.3<br>3.7%<br>29.6% | .2<br>.6%<br>3.6% | 1.6<br>1.8%<br>35.1% | 2.9<br>3.0%<br>64.9% |
| PREFER NATURAL SNOW | 54-3 | 8.6<br>4.7%<br>100.0% | 6.6<br>5.3%<br>76.2% | 1.1<br>3.0%<br>12.7% | .9<br>3.5%<br>10.1% | 5.0<br>5.6%<br>57.7% | 3.6<br>3.8%<br>42.3% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 1.1<br>.6%<br>100.0% | .8<br>.6%<br>70.0% | .2<br>.5%<br>16.3% | - | .8<br>.9%<br>70.2% | .3<br>.3%<br>29.8% |
| MAKES FOR POOR SKIING | 54-5 | .4<br>.2%<br>100.0% | .4<br>.3%<br>87.6% | *<br>*<br>.2% | - | .2<br>.3%<br>56.7% | .2<br>.2%<br>43.3% |
| SNOW MAKING POOR | 54-6 | 1.6<br>.9%<br>100.0% | .6<br>.5%<br>35.1% | .2<br>.5%<br>10.4% | - | .6<br>.6%<br>35.1% | 1.0<br>1.1%<br>64.9% |

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                         EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT                                          QUESTION 10
                               #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)===================#
                                          +-------------PURPOSE--------------++-------EXPERIENCE------+
                                                                          SKI
                                                              SKI         AND
                                                 SKI          AND      BUSINESS/      FIRST        REPEAT
                                     TOTAL     VACATION       VFR     CONVENTION      VISIT         VISIT

OTHER NEGATIVE           54-0         1.0          .4          -           -            .8           .2
MENTIONS                              .6%         .3%                                   .9%          .3%
                                   100.0%       34.9%                                 76.2%        23.8%

DON'T KNOW               54-X        14.3         9.5         3.8          .7          8.3          6.0
                                     7.7%         7.8%       10.4%        2.8%         9.4%         6.3%
                                   100.0%       66.7%       26.5%        5.0%        58.0%        42.0%

NO ANSWER                54-R        34.1        22.3         5.4         7.0         16.3         17.8
                                    18.5%       18.2%       14.9%       27.9%        18.4%        18.6%
                                   100.0%       65.4%       15.9%       20.5%        47.7%        52.3%

BASE: SKI DAYS (000'S)              184.8       122.9        36.4        25.1         88.7         96.0
                                   101.4%      101.2%      103.2%      100.1%       101.2%       101.8%
                                   100.0%       66.5%       19.7%       13.6%        48.0%        51.9%
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EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| ** POSITIVE MENTIONS** | | 274.2<br>15.5%<br>100.0% | 14.4<br>8.2%<br>5.3% | 111.7<br>13.5%<br>40.7% | 93.3<br>15.2%<br>34.0% | 54.7<br>36.3%<br>19.9% | 57.0<br>11.4%<br>20.8% | 84.6<br>16.7%<br>30.9% | 58.6<br>13.4%<br>21.4% | 21.6<br>14.4%<br>7.9% | 21.6<br>15.1%<br>7.9% | 20.8<br>24.2%<br>7.6% | 3.3<br>16.3%<br>1.2% | 5.9<br>21.7%<br>2.1% | .8<br>3.1%<br>.3% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1<br>6.9%<br>100.0% | 7.1<br>4.0%<br>5.8% | 35.2<br>4.3%<br>29.1% | 35.4<br>5.8%<br>29.2% | 43.4<br>28.9%<br>35.9% | 12.5<br>2.5%<br>10.3% | 42.2<br>8.3%<br>34.9% | 38.3<br>12.7%<br>31.6% | 8.7<br>5.8%<br>7.2% | 12.9<br>9.0%<br>10.6% | 4.5<br>5.2%<br>3.7% | 1.8<br>9.0%<br>1.5% | .1<br>.3%<br>.1% | .1<br>.3%<br>.1% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 78.6<br>4.5%<br>100.0% | 1.7<br>.9%<br>2.1% | 30.7<br>3.7%<br>39.1% | 3.0<br>.5%<br>3.8% | 43.2<br>28.7%<br>55.0% | 10.9<br>2.2%<br>13.9% | 17.4<br>3.4%<br>22.2% | 37.2<br>12.3%<br>47.3% | 6.1<br>4.1%<br>7.8% | .3<br>.2%<br>.4% | 6.5<br>7.6%<br>8.3% | *<br>.1%<br>* | .1<br>.4%<br>.1% | - |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5<br>6.4%<br>100.0% | 3.7<br>2.1%<br>3.3% | 32.8<br>4.0%<br>29.2% | 40.3<br>6.6%<br>35.8% | 35.6<br>23.7%<br>31.7% | 25.6<br>5.1%<br>22.8% | 17.4<br>3.4%<br>15.4% | 48.7<br>16.1%<br>43.3% | 6.0<br>4.0%<br>5.4% | 7.6<br>5.3%<br>6.7% | 6.5<br>7.5%<br>5.7% | *<br>.2%<br>* | .2<br>.7%<br>.2% | .5<br>2.0%<br>.5% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1<br>1.6%<br>100.0% | .1<br>.1%<br>.4% | 8.4<br>1.0%<br>29.8% | 19.6<br>3.2%<br>69.7% | - | 14.5<br>2.9%<br>51.6% | 4.8<br>.9%<br>17.0% | 3.0<br>1.0%<br>10.8% | .5<br>.3%<br>1.7% | - | *<br>*<br>.1% | - | 5.3<br>19.5%<br>18.8% | - |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4<br>.2%<br>100.0% | .9<br>.5%<br>19.8% | 1.7<br>.2%<br>38.3% | 1.2<br>.2%<br>28.4% | .6<br>.4%<br>13.5% | - | 1.6<br>.3%<br>35.8% | .8<br>.2%<br>17.3% | .3<br>.2%<br>5.9% | .2<br>.2%<br>5.0% | .7<br>.8%<br>16.0% | .7<br>3.4%<br>16.0% | - | .2<br>.7%<br>4.0% |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.3%<br>100.0% | .1<br>.1%<br>2.4% | 2.1<br>.2%<br>43.9% | 2.1<br>.3%<br>44.1% | .5<br>.3%<br>9.7% | - | .6<br>.1%<br>13.8% | .2<br>.1%<br>3.2% | 1.1<br>.7%<br>22.9% | .7<br>.5%<br>14.2% | 1.4<br>1.6%<br>30.1% | .5<br>2.4%<br>10.3% | .2<br>.8%<br>4.9% | *<br>.1%<br>.7% |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0<br>1.0%<br>100.0% | 1.0<br>.6%<br>5.4% | 2.6<br>.3%<br>14.3% | 7.4<br>1.2%<br>41.4% | 7.0<br>4.6%<br>38.9% | 7.4<br>1.5%<br>41.0% | 7.8<br>1.5%<br>43.4% | *<br>*<br>.1% | .8<br>.5%<br>4.3% | - | 1.8<br>2.1%<br>9.9% | .2<br>1.2%<br>1.3% | - | - |
| **NEUTRAL MENTIONS** | | 1060.9<br>60.2%<br>100.0% | 113.1<br>64.4%<br>10.7% | 522.8<br>63.4%<br>49.3% | 363.2<br>59.3%<br>34.2% | 61.9<br>41.1%<br>5.8% | 318.0<br>63.6%<br>30.0% | 282.1<br>55.6%<br>26.6% | 174.5<br>57.8%<br>16.4% | 88.3<br>58.7%<br>8.3% | 106.3<br>74.4%<br>10.0% | 43.9<br>51.0%<br>4.1% | 10.3<br>51.0%<br>1.0% | 12.9<br>47.5%<br>1.2% | 23.6<br>91.2%<br>2.2% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6<br>54.6%<br>100.0% | 108.4<br>61.7%<br>11.3% | 479.6<br>58.2%<br>49.8% | 323.6<br>52.8%<br>33.6% | 51.1<br>34.0%<br>5.3% | 302.1<br>60.4%<br>31.4% | 240.2<br>47.4%<br>25.0% | 160.9<br>53.3%<br>16.7% | 84.7<br>56.3%<br>8.8% | 101.1<br>70.7%<br>10.5% | 34.7<br>40.4%<br>3.6% | 9.3<br>46.0%<br>1.0% | 6.6<br>24.2%<br>.7% | 22.3<br>86.1%<br>2.3% |
| NEVER EXPERIENCED IT | 53-2 | 54.6<br>3.1%<br>100.0% | 3.6<br>2.0%<br>6.5% | 23.1<br>2.8%<br>42.4% | 23.5<br>3.8%<br>43.0% | 4.4<br>2.9%<br>8.1% | 8.3<br>1.7%<br>15.3% | 26.3<br>5.2%<br>48.2% | 7.1<br>2.3%<br>13.0% | 3.4<br>2.3%<br>6.2% | 1.8<br>1.3%<br>3.4% | 1.9<br>2.2%<br>3.5% | 1.6<br>7.9%<br>2.9% | 2.4<br>8.8%<br>4.4% | 1.3<br>5.1%<br>2.4% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3<br>.8%<br>100.0% | *<br>*<br>* | 4.8<br>.6%<br>33.3% | 9.4<br>1.5%<br>65.7% | .1<br>.1%<br>1.0% | - | 5.0<br>1.0%<br>34.8% | 4.8<br>1.6%<br>33.8% | .2<br>.1%<br>1.1% | .5<br>.3%<br>3.2% | - | - | 3.9<br>14.3%<br>27.0% | - |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5<br>.1%<br>100.0% | - | .7<br>.1%<br>45.9% | .8<br>.1%<br>54.1% | - | .5<br>.1%<br>36.5% | - | .9<br>.3%<br>63.5% | - | - | - | - | - | - |
| DEPENDS ON CONDITIONS | 53-5 | 21.5<br>1.2%<br>100.0% | 1.1<br>.6%<br>5.1% | 13.7<br>1.7%<br>63.9% | 6.6<br>1.1%<br>30.6% | .1<br>.1%<br>.4% | 6.4<br>1.3%<br>29.6% | 4.3<br>.8%<br>20.0% | .6<br>.2%<br>2.8% | .1<br>.1%<br>.7% | 2.8<br>2.0%<br>13.2% | 6.8<br>7.9%<br>31.8% | .4<br>2.0%<br>1.9% | *<br>.1%<br>.1% | - |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7<br>.4%<br>100.0% | .1<br>*<br>.8% | 1.2<br>.1%<br>15.5% | .4<br>.1%<br>4.9% | 6.1<br>4.0%<br>78.8% | .7<br>.1%<br>8.7% | 6.3<br>1.2%<br>81.8% | .1<br>*<br>.8% | .2<br>.1%<br>2.2% | .1<br>.1%<br>1.3% | .4<br>.5%<br>5.3% | - | - | - |
| **NEGATIVE MENTIONS** | | 385.7<br>21.9%<br>100.0% | 21.0<br>12.0%<br>5.4% | 174.9<br>21.2%<br>45.4% | 161.2<br>26.3%<br>41.8% | 28.3<br>18.8%<br>7.3% | 108.6<br>21.7%<br>28.1% | 144.5<br>28.5%<br>37.5% | 49.3<br>16.3%<br>12.8% | 36.6<br>24.3%<br>9.5% | 9.7<br>6.8%<br>2.5% | 23.9<br>27.8%<br>6.2% | 4.6<br>22.9%<br>1.2% | 5.8<br>21.5%<br>1.5% | 1.7<br>6.6%<br>.4% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8<br>3.8%<br>100.0% | 1.8<br>1.0%<br>2.6% | 37.5<br>4.6%<br>55.4% | 27.9<br>4.6%<br>41.2% | .3<br>.2%<br>.4% | 26.8<br>5.4%<br>39.5% | 19.7<br>3.9%<br>29.1% | 3.7<br>1.2%<br>5.4% | 6.0<br>4.0%<br>8.9% | *<br>*<br>* | 11.6<br>13.4%<br>17.1% | - | - | *<br>.1%<br>.1% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8<br>8.3%<br>100.0% | 7.6<br>4.3%<br>5.2% | 48.8<br>5.9%<br>33.5% | 75.1<br>12.3%<br>51.5% | 14.3<br>9.5%<br>9.8% | 31.9<br>6.4%<br>21.9% | 58.2<br>11.5%<br>39.9% | 30.3<br>10.0%<br>20.8% | 16.8<br>11.2%<br>11.5% | 3.2<br>2.2%<br>2.2% | 2.0<br>2.3%<br>1.3% | 1.0<br>4.9%<br>.7% | - | 1.4<br>5.3%<br>.9% |
| PREFER NATURAL SNOW | 54-3 | 115.8<br>6.6%<br>100.0% | 10.8<br>6.1%<br>9.3% | 56.8<br>6.9%<br>49.1% | 35.7<br>5.8%<br>30.9% | 12.5<br>8.3%<br>10.8% | 38.0<br>7.6%<br>32.8% | 41.8<br>8.2%<br>36.1% | 7.5<br>2.5%<br>6.5% | 7.8<br>5.2%<br>6.7% | 5.6<br>3.9%<br>4.8% | 8.8<br>10.3%<br>7.6% | 2.5<br>12.6%<br>2.2% | 3.4<br>12.7%<br>3.0% | .3<br>1.1%<br>.3% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0<br>4.0%<br>100.0% | 3.5<br>2.0%<br>4.9% | 31.7<br>3.8%<br>44.7% | 33.2<br>5.4%<br>46.8% | 2.6<br>1.7%<br>3.6% | 22.8<br>4.6%<br>32.1% | 24.8<br>4.9%<br>34.9% | 7.4<br>2.4%<br>10.4% | 5.3<br>3.6%<br>7.5% | 3.5<br>2.4%<br>4.9% | .9<br>1.1%<br>1.3% | 2.4<br>12.0%<br>3.4% | 3.9<br>14.4%<br>5.5% | *<br>.1%<br>.1% |
| MAKES FOR POOR SKIING | 54-5 | 8.9<br>.5%<br>100.0% | .6<br>.3%<br>6.9% | 1.3<br>.2%<br>14.7% | 7.0<br>1.1%<br>78.4% | - | 1.5<br>.3%<br>17.4% | 6.1<br>1.2%<br>68.4% | .3<br>.1%<br>3.1% | 1.0<br>.6%<br>11.0% | - | - | - | - | - |
| SNOW MAKING POOR | 54-6 | 17.4<br>1.0%<br>100.0% | .6<br>.3%<br>3.4% | 10.7<br>1.3%<br>61.5% | 6.1<br>1.0%<br>35.1% | - | 6.6<br>1.3%<br>38.1% | 3.1<br>.6%<br>17.9% | .2<br>.1%<br>1.0% | 6.2<br>4.1%<br>35.4% | - | .4<br>.4%<br>2.2% | 1.0<br>4.7%<br>5.5% | - | - |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

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                                      #==========================================SKIER PROFILE=====================================================================#
                                               +---------------SKILL--------------++--------------------------------------AGE--------------------------------------+
                                          GRAND   BEGIN-   INTER-      AD-             12-17    18-24    25-29    30-34    35-39    40-44    45-49    50-54      55+
                                          TOTAL      NER  MEDIATE   VANCED   EXPERT    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS    YEARS

OTHER NEGATIVE                54-0          5.6        -      5.5       .1        -        -      5.2       .1        -        -       .2        -        -        -
MENTIONS                                    .3%               .7%        *                       1.0%        *                         .3%
                                         100.0%             97.9%     2.1%                      93.6%     2.1%                        4.4%

DON'T KNOW                    54-X         50.0     14.6     25.5      3.2      6.7     12.3     11.5     13.7      5.6      3.9       .5       .3      2.0       .4
                                           2.8%     8.3%     3.1%      .5%     4.5%     2.5%     2.3%     4.5%     3.7%     2.7%      .6%     1.4%     7.5%     1.4%
                                         100.0%    29.2%    50.9%     6.4%    13.5%    24.5%    22.9%    27.3%    11.1%     7.7%     1.0%      .6%     4.0%      .7%

NO ANSWER                     54-R         47.8     14.3     14.3      9.2      9.3     15.6      9.7      9.9      4.0      4.5       .8      1.9       .6       .7
                                           2.7%     8.1%     1.7%     1.5%     6.2%     3.1%     1.9%     3.3%     2.6%     3.2%      .9%     9.3%     2.1%     2.9%
                                         100.0%    29.8%    30.0%    19.3%    19.5%    32.7%    20.3%    20.6%     8.3%     9.5%     1.7%     3.9%     1.2%     1.6%

BASE: SKI DAYS (000'S)                   1763.7    175.6    824.4    612.3    150.5    499.8    507.0    302.0    150.4    143.0     86.0     20.2     27.1     25.9
                                         111.1%   103.0%   105.4%   109.4%   158.1%   109.0%   109.0%   124.2%   109.5%   104.0%   105.1%   117.1%   105.8%   105.2%
                                         100.0%    10.0%    46.7%    34.7%     8.5%    28.3%    28.7%    17.1%     8.5%     8.1%     4.9%     1.1%     1.5%     1.5%
```

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | RESIDENT AGE | | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| ** POSITIVE MENTIONS** | | 274.2 | 249.4 | 56.1 | 77.6 | 54.0 | 17.7 | 19.7 | 24.4 | 144.8 | 129.4 | 41.8 | 118.1 | 16.7 | 64.3 |
| | | 15.5% | 15.8% | 11.4% | 17.3% | 21.2% | 13.9% | 15.5% | 18.7% | 13.1% | 19.7% | 14.1% | 28.7% | 8.3% | 10.2% |
| | | 100.0% | 91.0% | 20.5% | 28.3% | 19.7% | 6.4% | 7.2% | 8.9% | 52.8% | 47.2% | 15.3% | 43.1% | 6.1% | 23.5% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1 | 115.4 | 12.5 | 39.4 | 37.3 | 8.5 | 12.3 | 5.4 | 35.6 | 85.5 | 18.7 | 67.6 | 13.0 | 13.2 |
| | | 6.9% | 7.3% | 2.5% | 8.8% | 14.7% | 6.7% | 9.7% | 4.2% | 3.2% | 13.0% | 6.3% | 16.4% | 6.5% | 2.1% |
| | | 100.0% | 95.3% | 10.3% | 32.6% | 30.8% | 7.0% | 10.2% | 4.5% | 29.4% | 70.6% | 15.4% | 55.8% | 10.7% | 10.9% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 78.6 | 74.6 | 10.5 | 16.2 | 36.4 | 4.9 | - | 6.5 | 27.9 | 50.7 | 7.0 | 51.2 | .7 | 12.1 |
| | | 4.5% | 4.7% | 2.2% | 3.6% | 14.3% | 3.8% | | 5.0% | 2.5% | 7.7% | 2.4% | 12.5% | .3% | 1.9% |
| | | 100.0% | 94.9% | 13.4% | 20.6% | 46.3% | 6.2% | | 8.3% | 35.5% | 64.5% | 8.9% | 65.1% | .8% | 15.4% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5 | 108.0 | 25.3 | 16.1 | 47.9 | 5.3 | 7.4 | 6.0 | 52.7 | 59.7 | 10.7 | 55.5 | 2.6 | 30.7 |
| | | 6.4% | 6.8% | 5.2% | 3.6% | 18.8% | 4.2% | 5.8% | 4.6% | 4.8% | 9.1% | 3.6% | 13.5% | 1.3% | 4.9% |
| | | 100.0% | 96.0% | 22.5% | 14.3% | 42.6% | 4.8% | 6.6% | 5.3% | 46.9% | 53.1% | 9.5% | 49.4% | 2.4% | 27.3% |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1 | 26.7 | 14.5 | 4.7 | 1.9 | .3 | - | 5.3 | 25.4 | 2.7 | .4 | 10.4 | .5 | 15.4 |
| | | 1.6% | 1.7% | 3.0% | 1.0% | .8% | .2% | | 4.0% | 2.3% | .4% | .1% | 2.5% | .2% | 2.5% |
| | | 100.0% | 95.0% | 51.6% | 16.7% | 6.9% | 1.1% | | 19.7% | 90.5% | 9.5% | 1.4% | 37.1% | 1.6% | 54.9% |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4 | .6 | - | .6 | - | - | - | - | 3.7 | .7 | 1.6 | 1.1 | .2 | .4 |
| | | .2% | * | | .1% | | | | | .3% | .1% | .5% | .3% | .1% | .1% |
| | | 100.0% | 14.0% | | 14.0% | | | | | 84.4% | 15.6% | 36.2% | 26.0% | 3.8% | 8.1% |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7 | - | - | - | - | - | - | - | 3.6 | 1.1 | 2.9 | 1.2 | .2 | .3 |
| | | .3% | | | | | | | | .3% | .2% | 1.0% | .3% | .1% | * |
| | | 100.0% | | | | | | | | 76.8% | 23.2% | 63.1% | 26.4% | 3.8% | 6.7% |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0 | 17.2 | 7.2 | 7.8 | - | .4 | - | 1.8 | 17.6 | .4 | 2.4 | 7.3 | - | 6.2 |
| | | 1.0% | 1.1% | 1.5% | 1.7% | | .3% | | 1.4% | 1.6% | .1% | .8% | 1.8% | | 1.0% |
| | | 100.0% | 95.4% | 40.1% | 43.1% | | 2.3% | | 9.9% | 97.7% | 2.3% | 13.2% | 40.5% | | 34.2% |
| **NEUTRAL MENTIONS** | | 1060.9 | 970.9 | 313.4 | 254.4 | 147.9 | 78.1 | 99.3 | 77.1 | 682.3 | 378.7 | 177.0 | 222.9 | 144.7 | 386.3 |
| | | 60.2% | 61.5% | 63.9% | 56.8% | 58.2% | 61.3% | 78.0% | 59.2% | 61.6% | 57.7% | 59.6% | 54.3% | 72.1% | 61.5% |
| | | 100.0% | 91.5% | 29.5% | 24.0% | 13.9% | 7.4% | 9.4% | 7.3% | 64.3% | 35.7% | 16.7% | 21.0% | 13.6% | 36.4% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6 | 878.7 | 298.4 | 213.4 | 135.7 | 75.2 | 94.6 | 61.0 | 618.4 | 344.2 | 166.7 | 198.9 | 120.5 | 362.4 |
| | | 54.6% | 55.7% | 60.9% | 47.6% | 53.4% | 59.0% | 74.3% | 46.8% | 55.9% | 52.4% | 56.1% | 48.4% | 60.1% | 57.7% |
| | | 100.0% | 91.3% | 31.0% | 22.2% | 14.1% | 7.8% | 9.8% | 6.3% | 64.2% | 35.8% | 17.3% | 20.7% | 12.5% | 37.6% |
| NEVER EXPERIENCED IT | 53-2 | 54.6 | 51.9 | 8.3 | 26.1 | 6.9 | 2.9 | 1.7 | 5.6 | 27.9 | 26.6 | 8.1 | 6.2 | 20.9 | 13.6 |
| | | 3.1% | 3.3% | 1.7% | 5.8% | 2.7% | 2.3% | 1.3% | 4.3% | 2.5% | 4.1% | 2.7% | 1.5% | 10.4% | 2.2% |
| | | 100.0% | 95.1% | 15.3% | 47.8% | 12.7% | 5.3% | 3.1% | 10.3% | 51.2% | 48.8% | 14.8% | 11.3% | 38.3% | 24.9% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RESIDENT AGE | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3<br>.8%<br>100.0% | 13.5<br>.9%<br>94.1% | - | 4.6<br>1.0%<br>32.2% | 4.8<br>1.9%<br>33.2% | - | .5<br>.4%<br>3.2% | 3.6<br>2.8%<br>25.5% | 8.5<br>.8%<br>59.6% | 5.8<br>.9%<br>40.4% | .7<br>.3%<br>5.2% | 9.1<br>2.2%<br>63.9% | 1.0<br>.5%<br>6.7% | 3.5<br>.6%<br>24.2% |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5<br>.1%<br>100.0% | .8<br>.1%<br>56.8% | .3<br>.1%<br>20.4% | - | .5<br>.2%<br>36.4% | - | - | - | 1.1<br>.1%<br>74.5% | .4<br>.1%<br>25.5% | - | .4<br>.1%<br>27.0% | .5<br>.3%<br>36.4% | .5<br>.1%<br>36.5% |
| DEPENDS ON CONDITIONS | 53-5 | 21.5<br>1.2%<br>100.0% | 19.9<br>1.3%<br>92.5% | 6.3<br>1.3%<br>29.4% | 4.2<br>.9%<br>19.7% | - | - | 2.5<br>2.0%<br>11.7% | 6.8<br>5.2%<br>31.8% | 20.1<br>1.8%<br>93.5% | 1.4<br>.2%<br>6.5% | .9<br>.3%<br>4.0% | 8.3<br>2.0%<br>38.5% | 2.5<br>1.3%<br>11.8% | 6.4<br>1.0%<br>29.6% |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7<br>.4%<br>100.0% | 6.1<br>.4%<br>78.8% | - | 6.1<br>1.4%<br>78.8% | - | - | - | - | 7.2<br>.6%<br>93.3% | .5<br>.1%<br>6.7% | .6<br>.2%<br>7.6% | .2<br>*<br>2.3% | .2<br>.1%<br>2.6% | - |
| **NEGATIVE MENTIONS** | | 385.7<br>21.9%<br>100.0% | 363.2<br>23.0%<br>94.2% | 107.2<br>21.9%<br>27.8% | 135.7<br>30.3%<br>35.2% | 44.2<br>17.4%<br>11.5% | 34.9<br>27.4%<br>9.0% | 9.0<br>7.1%<br>2.3% | 31.7<br>24.4%<br>8.2% | 250.6<br>22.6%<br>65.0% | 135.1<br>20.6%<br>35.0% | 67.5<br>22.7%<br>17.5% | 79.1<br>19.2%<br>20.5% | 30.8<br>15.4%<br>8.0% | 159.5<br>25.4%<br>41.4% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8<br>3.8%<br>100.0% | 62.1<br>3.9%<br>91.7% | 26.2<br>5.3%<br>38.6% | 17.2<br>3.8%<br>25.4% | 2.0<br>.8%<br>2.9% | 5.4<br>4.3%<br>8.0% | - | 11.3<br>8.7%<br>16.7% | 31.6<br>2.9%<br>46.6% | 36.2<br>5.5%<br>53.4% | 13.9<br>4.7%<br>20.5% | 7.7<br>1.9%<br>11.3% | 1.7<br>.8%<br>2.4% | 29.3<br>4.7%<br>43.3% |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8<br>8.3%<br>100.0% | 141.3<br>8.9%<br>96.9% | 31.5<br>6.4%<br>21.6% | 57.4<br>12.8%<br>39.4% | 29.4<br>11.6%<br>20.2% | 16.5<br>12.9%<br>11.3% | 3.0<br>2.4%<br>2.1% | 3.1<br>2.3%<br>2.1% | 102.4<br>9.2%<br>70.2% | 43.4<br>6.6%<br>29.8% | 28.5<br>9.6%<br>19.5% | 29.2<br>7.1%<br>20.0% | 9.3<br>4.6%<br>6.4% | 65.0<br>10.3%<br>44.6% |
| PREFER NATURAL SNOW | 54-3 | 115.8<br>6.6%<br>100.0% | 107.2<br>6.8%<br>92.6% | 37.8<br>7.7%<br>32.6% | 37.9<br>8.5%<br>32.7% | 6.0<br>2.4%<br>5.2% | 7.2<br>5.6%<br>6.2% | 5.2<br>4.0%<br>4.4% | 13.2<br>10.1%<br>11.4% | 74.2<br>6.7%<br>64.0% | 41.7<br>6.3%<br>36.0% | 18.4<br>6.2%<br>15.9% | 26.8<br>6.5%<br>23.2% | 8.1<br>4.0%<br>7.0% | 54.2<br>8.6%<br>46.8% |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0<br>4.0%<br>100.0% | 69.9<br>4.4%<br>98.5% | 22.7<br>4.6%<br>32.0% | 24.8<br>5.5%<br>34.9% | 6.8<br>2.7%<br>9.5% | 5.2<br>4.1%<br>7.3% | 3.5<br>2.7%<br>4.9% | 7.0<br>5.4%<br>9.9% | 51.1<br>4.6%<br>71.9% | 19.9<br>3.0%<br>28.1% | 8.1<br>2.7%<br>11.5% | 18.1<br>4.4%<br>25.5% | 12.3<br>6.1%<br>17.4% | 22.3<br>3.5%<br>31.4% |
| MAKES FOR POOR SKIING | 54-5 | 8.9<br>.5%<br>100.0% | 8.5<br>.5%<br>95.4% | 1.4<br>.3%<br>16.0% | 6.1<br>1.4%<br>68.4% | - | 1.0<br>.8%<br>11.0% | - | - | 8.7<br>.8%<br>97.7% | .2<br>*<br>2.3% | - | 7.3<br>1.8%<br>82.0% | *<br>*<br>.6% | 1.5<br>.2%<br>17.4% |
| SNOW MAKING POOR | 54-6 | 17.4<br>1.0%<br>100.0% | 15.9<br>1.0%<br>90.9% | 6.6<br>1.4%<br>38.0% | 1.9<br>.4%<br>11.1% | .2<br>.1%<br>1.0% | 6.2<br>4.8%<br>35.4% | - | 1.0<br>.7%<br>5.5% | 8.0<br>.7%<br>46.1% | 9.4<br>1.4%<br>53.9% | 1.7<br>.6%<br>9.9% | 4.2<br>1.0%<br>23.8% | 1.0<br>.5%<br>5.9% | 6.5<br>1.0%<br>37.5% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| OTHER NEGATIVE MENTIONS | 54-0 | 5.6 | 4.6 | - | 4.6 | - | - | - | - | 5.5 | .1 | .2 | .7 | .1 | - |
| | | .3% | .3% | | 1.0% | | | | | .5% | * | .1% | .2% | .1% | |
| | | 100.0% | 81.6% | | 81.6% | | | | | 97.9% | 2.1% | 4.4% | 12.0% | 2.1% | |
| DON'T KNOW | 54-X | 50.0 | 35.7 | 12.1 | 5.6 | 11.6 | 2.4 | 2.3 | 1.7 | 27.2 | 22.8 | 4.4 | 8.8 | 5.9 | 11.8 |
| | | 2.8% | 2.3% | 2.5% | 1.2% | 4.6% | 1.9% | 1.8% | 1.3% | 2.5% | 3.5% | 1.5% | 2.1% | 2.9% | 1.9% |
| | | 100.0% | 71.4% | 24.2% | 11.2% | 23.3% | 4.9% | 4.6% | 3.4% | 54.3% | 45.7% | 8.9% | 17.6% | 11.8% | 23.6% |
| NO ANSWER | 54-R | 47.8 | 13.7 | 13.2 | - | .5 | - | - | - | 26.4 | 21.3 | 10.5 | 7.5 | 7.4 | 18.4 |
| | | 2.7% | .9% | 2.7% | | .2% | | | | 2.4% | 3.3% | 3.5% | 1.8% | 3.7% | 2.9% |
| | | 100.0% | 28.6% | 27.6% | | 1.0% | | | | 55.3% | 44.7% | 21.9% | 15.8% | 15.6% | 38.5% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 111.1% | 112.3% | 109.3% | 110.1% | 129.2% | 110.9% | 104.4% | 106.8% | 107.0% | 118.0% | 103.2% | 128.3% | 103.9% | 107.2% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ** POSITIVE MENTIONS** | | 274.2<br>15.5%<br>100.0% | 12.2<br>8.6%<br>4.5% | 95.3<br>21.6%<br>34.8% | 35.1<br>19.2%<br>12.8% | 70.7<br>14.1%<br>25.8% | 30.2<br>10.4%<br>11.0% | 27.3<br>27.5%<br>10.0% | 1.3<br>3.7%<br>.5% | .1<br>1.2%<br>* | .5<br>10.7%<br>.2% |
| CITY AREA PREFER/NEED IT/LACK OF SNOW | 52-1 | 121.1<br>6.9%<br>100.0% | 1.4<br>1.0%<br>1.2% | 65.1<br>14.7%<br>53.8% | 5.8<br>3.2%<br>4.8% | 22.3<br>4.4%<br>18.4% | 11.4<br>4.0%<br>9.5% | 13.2<br>13.3%<br>10.9% | .9<br>2.6%<br>.8% | .1<br>1.2%<br>* | .4<br>7.3%<br>.3% |
| GOOD IDEA/LIKE ARTIFICIAL SNOW | 52-2 | 78.6<br>4.5%<br>100.0% | 1.4<br>1.0%<br>1.8% | 43.7<br>9.9%<br>55.6% | 1.9<br>1.0%<br>2.4% | 14.6<br>2.9%<br>18.6% | 13.1<br>4.5%<br>16.7% | 3.6<br>3.7%<br>4.6% | - | - | .1<br>2.1%<br>.1% |
| THICKENS BAD SPOTS/ BETTER SNOW CONDITIONS | 52-3 | 112.5<br>6.4%<br>100.0% | 4.9<br>3.5%<br>4.4% | 51.2<br>11.6%<br>45.6% | 25.4<br>13.9%<br>22.6% | 22.5<br>4.5%<br>20.0% | 2.8<br>1.0%<br>2.5% | 5.0<br>5.0%<br>4.4% | .2<br>.6%<br>.2% | - | *<br>.6%<br>* |
| EARLY/LATE SKIING AVAILABLE | 52-4 | 28.1<br>1.6%<br>100.0% | .7<br>.5%<br>2.5% | 3.3<br>.8%<br>11.8% | 13.9<br>7.6%<br>49.4% | 4.5<br>.9%<br>15.9% | *<br>*<br>.1% | 5.6<br>5.7%<br>20.0% | *<br>*<br>* | - | - |
| POSITIVE EFFECT/PREFER IT | 52-5 | 4.4<br>.2%<br>100.0% | 1.3<br>.9%<br>29.9% | 1.1<br>.2%<br>24.3% | .3<br>.2%<br>7.4% | .8<br>.2%<br>18.4% | .4<br>.1%<br>8.7% | - | - | - | - |
| NECESSARY OUTSIDE ALBERTA | 52-6 | 4.7<br>.3%<br>100.0% | 2.1<br>1.5%<br>44.5% | .5<br>.1%<br>11.2% | .1<br>.1%<br>2.9% | 1.2<br>.2%<br>25.6% | .5<br>.2%<br>10.9% | - | .2<br>.6%<br>4.2% | - | *<br>.6%<br>.7% |
| OTHER POSITIVE MENTIONS | 52-0 | 18.0<br>1.0%<br>100.0% | .4<br>.3%<br>2.0% | 1.0<br>.2%<br>5.5% | 2.2<br>1.2%<br>12.2% | 5.5<br>1.1%<br>30.5% | 8.7<br>3.0%<br>48.5% | .2<br>.2%<br>1.3% | - | - | - |
| **NEUTRAL MENTIONS** | | 1060.9<br>60.2%<br>100.0% | 87.2<br>61.4%<br>8.2% | 253.9<br>57.5%<br>23.9% | 99.1<br>54.3%<br>9.3% | 335.6<br>67.0%<br>31.6% | 165.1<br>57.0%<br>15.6% | 50.9<br>51.3%<br>4.8% | 31.3<br>88.0%<br>3.0% | .9<br>20.7%<br>.1% | 1.9<br>39.6%<br>.2% |
| NO/LITTLE EFFECT/NO DIFFERENCE | 53-1 | 962.6<br>54.6%<br>100.0% | 84.5<br>59.5%<br>8.8% | 229.0<br>51.8%<br>23.8% | 78.9<br>43.2%<br>8.2% | 316.6<br>63.2%<br>32.9% | 156.3<br>54.0%<br>16.2% | 39.5<br>39.8%<br>4.1% | 23.1<br>65.0%<br>2.4% | .9<br>20.7%<br>.1% | 1.5<br>31.9%<br>.2% |
| NEVER EXPERIENCED IT | 53-2 | 54.6<br>3.1%<br>100.0% | 1.6<br>1.2%<br>3.0% | 18.1<br>4.1%<br>33.2% | 10.7<br>5.9%<br>19.6% | 8.4<br>1.7%<br>15.4% | 3.1<br>1.1%<br>5.8% | 4.7<br>4.7%<br>8.5% | 4.1<br>11.5%<br>7.5% | - | .4<br>7.7%<br>.7% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT QUESTION 10

SKIER PROFILE

| | | | LIFE STAGE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| WOULD HAVE TO HAVE GOOD BASE AND QUALITY | 53-3 | 14.3<br>.8%<br>100.0% | *<br>*<br>.2% | 4.9<br>1.1%<br>34.3% | 4.1<br>2.2%<br>28.6% | .5<br>.1%<br>3.2% | .2<br>.1%<br>1.6% | .6<br>.6%<br>4.1% | 3.6<br>10.3%<br>25.5% | - | - |
| DON'T MIND IF NOT TOO ICY | 53-4 | 1.5<br>.1%<br>100.0% | .1<br>.1%<br>9.4% | .8<br>.2%<br>54.1% | - | - | .5<br>.2%<br>36.5% | - | - | - | - |
| DEPENDS ON CONDITIONS | 53-5 | 21.5<br>1.2%<br>100.0% | .7<br>.5%<br>3.1% | 1.1<br>.2%<br>5.0% | 5.3<br>2.9%<br>24.8% | 9.4<br>1.9%<br>43.9% | 4.6<br>1.6%<br>21.2% | *<br>*<br>.1% | .4<br>1.2%<br>2.0% | - | - |
| OTHER NEUTRAL MENTIONS | 53-0 | 7.7<br>.4%<br>100.0% | .2<br>.1%<br>2.7% | - | .3<br>.2%<br>4.3% | .7<br>.1%<br>9.4% | .4<br>.1%<br>4.7% | 6.1<br>6.1%<br>78.8% | - | - | - |
| **NEGATIVE MENTIONS** | | 385.7<br>21.9%<br>100.0% | 22.3<br>15.7%<br>5.8% | 78.3<br>17.7%<br>20.3% | 41.6<br>22.8%<br>10.8% | 104.7<br>20.9%<br>27.1% | 81.5<br>28.1%<br>21.1% | 26.6<br>26.8%<br>6.9% | 4.2<br>11.7%<br>1.1% | 2.0<br>47.2%<br>.5% | 1.4<br>28.2%<br>.4% |
| DON'T LIKE ARTIFICIAL SNOW | 54-1 | 67.8<br>3.8%<br>100.0% | 3.5<br>2.5%<br>5.2% | 7.9<br>1.8%<br>11.6% | 2.6<br>1.4%<br>3.8% | 16.7<br>3.3%<br>24.6% | 29.6<br>10.2%<br>43.7% | 5.2<br>5.2%<br>7.7% | - | *<br>.1%<br>* | - |
| WON'T GO IF MADE/ USUALLY STAY AWAY | 54-2 | 145.8<br>8.3%<br>100.0% | 14.4<br>10.1%<br>9.9% | 39.9<br>9.0%<br>27.4% | 26.1<br>14.3%<br>17.9% | 39.5<br>7.9%<br>27.1% | 17.3<br>6.0%<br>11.9% | 3.8<br>3.8%<br>2.6% | 2.6<br>7.3%<br>1.8% | - | .4<br>8.6%<br>.3% |
| PREFER NATURAL SNOW | 54-3 | 115.8<br>6.6%<br>100.0% | 3.8<br>2.7%<br>3.3% | 17.6<br>4.0%<br>15.2% | 10.8<br>5.9%<br>9.3% | 31.5<br>6.3%<br>27.2% | 24.0<br>8.3%<br>20.7% | 6.5<br>6.6%<br>5.6% | 1.6<br>4.5%<br>1.4% | 2.0<br>47.1%<br>1.7% | - |
| ICY /TURNS TO ICE CRYSTALS | 54-4 | 71.0<br>4.0%<br>100.0% | .6<br>.4%<br>.8% | 10.6<br>2.4%<br>14.9% | 3.7<br>2.0%<br>5.2% | 28.2<br>5.6%<br>39.7% | 8.1<br>2.8%<br>11.4% | 14.5<br>14.6%<br>20.4% | .9<br>2.7%<br>1.3% | 1.5<br>35.4%<br>2.1% | - |
| MAKES FOR POOR SKIING | 54-5 | 8.9<br>.5%<br>100.0% | - | 1.2<br>.3%<br>13.6% | - | .6<br>.1%<br>6.6% | 1.0<br>.3%<br>10.8% | 6.1<br>6.2%<br>69.0% | - | - | - |
| SNOW MAKING POOR | 54-6 | 17.4<br>1.0%<br>100.0% | - | 2.3<br>.5%<br>13.1% | - | 11.1<br>2.2%<br>63.6% | 2.3<br>.8%<br>13.3% | .6<br>.6%<br>3.5% | - | - | 1.0<br>19.7%<br>5.5% |

CONTINUED

EFFECTS OF SNOW-MAKING ON CHOICE OF RESORT

QUESTION 10

| | | | | | | SKIER PROFILE | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| OTHER NEGATIVE MENTIONS | 54-0 | 5.6<br>.3%<br>100.0% | - | 5.3<br>1.2%<br>95.6% | - | .2<br>*<br>4.4% | - | - | - | - | - |
| DON'T KNOW | 54-X | 50.0<br>2.8%<br>100.0% | 8.1<br>5.7%<br>16.1% | 17.7<br>4.0%<br>35.3% | 8.9<br>4.9%<br>17.9% | 3.7<br>.7%<br>7.3% | 8.3<br>2.9%<br>16.6% | .9<br>.9%<br>1.7% | .2<br>.7%<br>.5% | .8<br>17.8%<br>1.5% | .5<br>9.4%<br>.9% |
| NO ANSWER | 54-R | 47.8<br>2.7%<br>100.0% | 12.6<br>8.9%<br>26.4% | 10.2<br>2.3%<br>21.4% | 2.3<br>1.3%<br>4.8% | 1.1<br>.2%<br>2.3% | 16.4<br>5.7%<br>34.3% | 1.9<br>1.9%<br>4.0% | .1<br>.1%<br>.1% | .6<br>13.1%<br>1.2% | .6<br>12.0%<br>1.2% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>111.1%<br>100.0% | 141.9<br>100.4%<br>8.0% | 441.9<br>120.4%<br>25.1% | 182.5<br>111.4%<br>10.3% | 501.1<br>107.5%<br>28.4% | 289.4<br>106.9%<br>16.4% | 99.2<br>118.9%<br>5.6% | 35.6<br>107.1%<br>2.0% | 4.3<br>135.4%<br>.2% | 4.9<br>99.9%<br>.3% |

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER

QUESTION A

SKIER ORIGIN

RESIDENTS

ALBERTA

| | | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& DMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
|---|---|---|---|---|---|---|---|---|---|---|
| BEGINNER | 42-1 | 175.6 | 156.7 | 54.0 | 49.7 | 42.6 | 39.0 | 3.6 | 37.3 | 22.8 |
| | | 10.0% | 9.9% | 7.9% | 8.1% | 7.1% | 8.2% | 2.9% | 17.7% | 26.3% |
| | | 100.0% | 89.3% | 30.7% | 28.3% | 24.3% | 22.2% | 2.1% | 21.3% | 13.0% |
| INTERMEDIATE | 42-2 | 824.4 | 738.7 | 328.1 | 294.1 | 267.8 | 209.8 | 58.0 | 97.0 | 45.8 |
| | | 46.7% | 46.8% | 48.3% | 47.9% | 44.5% | 43.9% | 46.6% | 46.0% | 52.9% |
| | | 100.0% | 89.6% | 39.9% | 35.7% | 32.5% | 25.4% | 7.0% | 11.8% | 5.6% |
| ADVANCED | 42-3 | 612.3 | 554.2 | 210.0 | 189.0 | 256.0 | 196.4 | 59.6 | 70.1 | 18.1 |
| | | 34.7% | 35.1% | 30.9% | 30.8% | 42.5% | 41.1% | 47.9% | 33.3% | 20.9% |
| | | 100.0% | 90.5% | 34.3% | 30.9% | 41.8% | 32.1% | 9.7% | 11.5% | 3.0% |
| EXPERT | 42-4 | 150.5 | 129.3 | 87.2 | 80.5 | 35.6 | 32.3 | 3.3 | 6.5 | - |
| | | 8.5% | 8.2% | 12.8% | 13.1% | 5.9% | 6.8% | 2.6% | 3.1% | |
| | | 100.0% | 85.9% | 57.9% | 53.5% | 23.7% | 21.5% | 2.2% | 4.3% | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
| | | 99.9% | 100.0% | 99.9% | 99.9% | 100.0% | 100.0% | 100.0% | 100.1% | 100.1% |
| | | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

SEX OF RESPONDENT

| | | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& DMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
|---|---|---|---|---|---|---|---|---|---|---|
| MALE | 49-1 | 1107.1 | 979.1 | 392.3 | 371.4 | 400.0 | 321.6 | 78.4 | 133.5 | 53.2 |
| | | 62.8% | 62.0% | 57.8% | 60.6% | 66.4% | 67.3% | 63.0% | 63.3% | 61.5% |
| | | 100.0% | 88.4% | 35.4% | 33.5% | 36.1% | 29.0% | 7.1% | 12.1% | 4.8% |
| FEMALE | 49-2 | 656.5 | 599.8 | 287.0 | 241.9 | 202.1 | 156.0 | 46.1 | 77.4 | 33.4 |
| | | 37.2% | 38.0% | 42.2% | 39.4% | 33.6% | 32.7% | 37.0% | 36.7% | 38.5% |
| | | 100.0% | 91.4% | 43.7% | 36.8% | 30.8% | 23.8% | 7.0% | 11.8% | 5.1% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER QUESTION A

#==================================SKIER ORIGIN (CCNT'D)======================================#

*..................CANADA...................**......UNITED STATES.......**OTHER*

| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BEGINNER | 42-1 | 175.6 | 18.9 | 14.5 | 1.0 | 5.8 | 3.1 | 2.5 | 1.0 | 1.1 | 2.7 | .1 | 2.4 | .1 | 1.6 |
| | | 10.0% | 10.2% | 11.6% | 5.0% | 21.8% | 17.6% | 5.8% | 8.1% | 21.6% | 6.9% | 1.7% | 25.1% | .6% | 8.3% |
| | | 100.0% | 10.7% | 8.3% | .6% | 3.3% | 1.8% | 1.4% | .6% | .6% | 1.5% | .1% | 1.4% | .1% | .9% |
| INTERMEDIATE | 42-2 | 824.4 | 85.7 | 60.3 | 7.5 | 16.0 | 9.9 | 20.4 | 4.0 | 2.5 | 19.4 | 5.6 | 5.5 | 8.3 | 6.1 |
| | | 46.7% | 46.4% | 48.0% | 36.7% | 60.7% | 55.8% | 46.5% | 33.0% | 48.6% | 49.1% | 69.7% | 56.3% | 38.2% | 30.7% |
| | | 100.0% | 10.4% | 7.3% | .9% | 1.9% | 1.2% | 2.5% | .5% | .3% | 2.4% | .7% | .7% | 1.0% | .7% |
| ADVANCED | 42-3 | 612.3 | 58.1 | 37.1 | 9.6 | 4.5 | 2.5 | 14.8 | 4.8 | 1.0 | 14.7 | 2.0 | 1.8 | 10.9 | 6.3 |
| | | 34.7% | 31.4% | 29.6% | 46.7% | 17.0% | 14.2% | 33.7% | 39.5% | 20.0% | 37.2% | 24.8% | 18.5% | 50.1% | 31.9% |
| | | 100.0% | 9.5% | 6.1% | 1.6% | .7% | .4% | 2.4% | .8% | .2% | 2.4% | .3% | .3% | 1.8% | 1.0% |
| EXPERT | 42-4 | 150.5 | 21.2 | 12.8 | 2.4 | .1 | 2.2 | 5.2 | 2.3 | .5 | 2.7 | .3 | - | 2.4 | 5.7 |
| | | 8.5% | 11.5% | 10.2% | 11.6% | .5% | 12.3% | 12.0% | 19.4% | 9.8% | 6.9% | 3.8% | | 11.1% | 29.1% |
| | | 100.0% | 14.1% | 8.5% | 1.6% | .1% | 1.4% | 3.5% | 1.6% | .3% | 1.8% | .2% | | 1.6% | 3.8% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 99.9% | 99.5% | 99.4% | 100.0% | 100.0% | 99.9% | 98.0% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 100.0% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

SEX OF RESPONDENT

| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MALE | 49-1 | 1107.1 | 128.1 | 86.1 | 15.4 | 19.1 | 10.3 | 29.4 | 7.5 | 4.4 | 26.0 | 4.5 | 5.9 | 15.6 | 16.0 |
| | | 62.8% | 69.3% | 68.5% | 75.0% | 72.3% | 58.3% | 67.0% | 62.1% | 87.0% | 65.9% | 56.1% | 60.3% | 71.9% | 81.3% |
| | | 100.0% | 11.6% | 7.8% | 1.4% | 1.7% | .9% | 2.7% | .7% | .4% | 2.3% | .4% | .5% | 1.4% | 1.4% |
| FEMALE | 49-2 | 656.5 | 56.7 | 39.5 | 5.1 | 7.3 | 7.4 | 14.5 | 4.6 | .7 | 13.5 | 3.5 | 3.9 | 6.1 | 3.7 |
| | | 37.2% | 30.7% | 31.5% | 25.0% | 27.7% | 41.7% | 33.0% | 37.9% | 13.0% | 34.2% | 43.9% | 39.7% | 28.1% | 18.7% |
| | | 100.0% | 8.6% | 6.0% | .8% | 1.1% | 1.1% | 2.2% | .7% | .1% | 2.1% | .5% | .6% | .9% | .6% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

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                         PERSONAL CLASSIFICATION AS A DOWNHILL SKIER                                                      QUESTION A

                                     #===================================ALBERTA DESTINATIONS==================================#
                                     +-TOTAL ALBERTA--++-----------------------ROCKY MOUNTAIN SKIING--------------------------+
                                                      *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                               GRAND TOTAL RESI-  NON-  TOTAL RESI-  NON-         RESI-  NON-         RESI-  NON-         RESI-  NON-
                               TOTAL  ALTA DENT   RES.   RMS  DENT   RES.  TOTAL  DENT   RES.  TOTAL  DENT   RES.  TOTAL  DENT   RES.

BEGINNER                  42-1 175.6 157.9 139.0  18.9  76.4  57.5  18.9  52.1  36.0  16.2  27.5  19.8   7.7  18.7  11.9   6.8
                               10.0% 12.1% 12.4% 10.2%  8.7%  8.3% 10.2%  7.8%  7.3%  9.5%  7.8%  7.5%  8.6%  6.7%  5.9%  9.0%
                              100.0% 89.9% 79.2% 10.7% 43.5% 32.8% 10.7% 29.7% 20.5%  9.2% 15.7% 11.3%  4.4% 10.6%  6.8%  3.9%

INTERMEDIATE              42-2 824.4 622.2 536.5  85.7 434.4 348.7  85.7 317.8 239.3  78.5 172.4 131.8  40.6 128.6  92.6  36.0
                               46.7% 47.8% 48.0% 46.4% 49.3% 50.1% 46.4% 47.9% 48.4% 46.3% 48.6% 49.7% 45.4% 46.5% 46.1% 47.7%
                              100.0% 75.5% 65.1% 10.4% 52.7% 42.3% 10.4% 38.6% 29.0%  9.5% 20.9% 16.0%  4.9% 15.6% 11.2%  4.4%

ADVANCED                  42-3 612.3 427.8 369.7  58.1 291.9 233.8  58.1 225.6 172.5  53.1 112.5  81.9  30.6 103.0  81.3  21.7
                               34.7% 32.9% 33.1% 31.4% 33.2% 33.6% 31.4% 34.0% 34.9% 31.3% 31.7% 30.9% 34.2% 37.3% 40.5% 28.8%
                              100.0% 69.9% 60.4%  9.5% 47.7% 38.2%  9.5% 36.8% 28.2%  8.7% 18.4% 13.4%  5.0% 16.8% 13.3%  3.5%

EXPERT                    42-4 150.5  92.8  71.6  21.2  76.7  55.4  21.2  67.7  46.9  20.8  41.4  31.8   9.6  26.1  15.2  10.9
                                8.5%  7.1%  6.4% 11.5%  8.7%  8.0% 11.5% 10.2%  9.5% 12.3% 11.7% 12.0% 10.8%  9.4%  7.5% 14.5%
                              100.0% 61.7% 47.6% 14.1% 50.9% 36.8% 14.1% 45.0% 31.2% 13.8% 27.5% 21.1%  6.4% 17.3% 10.1%  7.3%

BASE: SKI DAYS (000'S)        1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                               99.9% 99.9% 99.9% 99.5% 99.9%100.0% 99.5% 99.9%100.1% 99.4% 99.8%100.1% 99.0% 99.9%100.0%100.0%
                              100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%


                        SEX OF RESPONDENT

MALE                      49-1 1107.1 852.2 724.2 128.1 599.9 471.8 128.1 435.8 318.3 117.5 236.4 176.4  60.0 182.0 127.6  54.4
                               62.8% 65.5% 64.8% 69.3% 68.1% 67.8% 69.3% 65.6% 64.3% 69.3% 66.6% 66.5% 67.0% 65.8% 63.5% 72.1%
                              100.0% 77.0% 65.4% 11.6% 54.2% 42.6% 11.6% 39.4% 28.8% 10.6% 21.4% 15.9%  5.4% 16.4% 11.5%  4.9%

FEMALE                    49-2 656.5 449.3 392.6  56.7 280.4 223.7  56.7 228.3 176.4  52.0 118.4  88.9  29.5  94.4  73.4  21.0
                               37.2% 34.5% 35.2% 30.7% 31.9% 32.2% 30.7% 34.4% 35.7% 30.7% 33.4% 33.5% 33.0% 34.2% 36.5% 27.9%
                              100.0% 68.4% 59.8%  8.6% 42.7% 34.1%  8.6% 34.8% 26.9%  7.9% 18.0% 13.5%  4.5% 14.4% 11.2%  3.2%

BASE: SKI DAYS (000'S)        1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                              100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%
                              100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
                         PERSONAL CLASSIFICATION AS A DOWNHILL SKIER                                   QUESTION A
                                        #=================================ALBERTA DESTINATIONS=================================#
                                        +---TOTAL ALBERTA---++-----------------------ROCKY MOUNTAIN SKIING-----------------------+
                                                              *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                            TRESS.*
                                 GRAND   TOTAL   RESI-   NON-    TOTAL   RESI-   NON-            RESI-   NON-            RESI-   NON-    RESI-
                                 TOTAL    ALTA   DENT    RES.     RMS    DENT    RES.    TOTAL   DENT    RES.    TOTAL   DENT    RES.    DENT

 BEGINNER                42-1    175.6   157.9   139.0    18.9    76.4    57.5    18.9     5.9     4.3     1.6    18.0    15.3     2.7     6.2
                                 10.0%   12.1%   12.4%   10.2%    8.7%    8.3%   10.2%   18.0%   15.1%   35.7%   12.9%   12.4%   17.7%    8.1%
                                100.0%   89.9%   79.2%   10.7%   43.5%   32.8%   10.7%    3.4%    2.4%     .9%   10.3%    8.7%    1.5%    3.5%

 INTERMEDIATE            42-2    824.4   622.2   536.5    85.7   434.4   348.7    85.7    16.8    14.9     1.9    63.6    56.4     7.2    53.0
                                 46.7%   47.8%   48.0%   46.4%   49.3%   50.1%   46.4%   50.8%   52.4%   41.2%   45.6%   45.5%   47.0%   68.9%
                                100.0%   75.5%   65.1%   10.4%   52.7%   42.3%   10.4%    2.0%    1.8%     .2%    7.7%    6.8%     .9%    6.4%

ACVANCED                 42-3    612.3   427.8   369.7    58.1   291.9   233.8    58.1    10.1     9.2      .8    52.7    47.7     5.0    13.7
                                 34.7%   32.9%   33.1%   31.4%   33.2%   33.6%   31.4%   30.5%   32.5%   18.1%   37.9%   38.5%   32.5%   17.8%
                                100.0%   69.9%   60.4%    9.5%   47.7%   38.2%    9.5%    1.6%    1.5%     .1%    8.6%    7.8%     .8%    2.2%

EXPERT                   42-4    150.5    92.8    71.6    21.2    76.7    55.4    21.2      .2       -      .2     4.9     4.5      .4     4.0
                                  8.5%    7.1%    6.4%   11.5%    8.7%    8.0%   11.5%     .7%            5.1%    3.6%    3.7%    2.7%    5.2%
                                100.0%   61.7%   47.6%   14.1%   50.9%   36.8%   14.1%     .2%             .2%    3.3%    3.0%     .3%    2.6%

BASE: SKI DAYS (000'S)          1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                 99.9%   99.9%   99.9%   99.5%   99.9%  100.0%   99.5%  100.0%  100.0%  100.1%  100.0%  100.1%   99.9%  100.0%
                                100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%


                         SEX OF RESPONDENT

MALE                     49-1   1107.1   852.2   724.2   128.1   599.9   471.8   128.1    17.4    14.3     3.1   111.8   101.2    10.6    52.2
                                 62.8%   65.5%   64.8%   69.3%   68.1%   67.3%   69.3%   52.8%   50.3%   68.0%   80.3%   81.7%   69.2%   68.0%
                                100.0%   77.0%   65.4%   11.6%   54.2%   42.6%   11.6%    1.6%    1.3%     .3%   10.1%    9.1%    1.0%    4.7%

FEMALE                   49-2    656.5   449.3   392.6    56.7   280.4   223.7    56.7    15.6    14.1     1.5    27.4    22.7     4.7    24.6
                                 37.2%   34.5%   35.2%   30.7%   31.9%   32.2%   30.7%   47.2%   49.7%   32.0%   19.7%   18.3%   30.8%   32.0%
                                100.0%   68.4%   59.8%    8.6%   42.7%   34.1%    8.6%    2.4%    2.1%     .2%    4.2%    3.5%     .7%    3.8%

BASE: SKI DAYS (000'S)          1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%
                                100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
                                PERSONAL CLASSIFICATION AS A DOWNHILL SKIER                                      QUESTION A
                                          #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                          +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++------B.C.-----++----U.S.A.----+
                                                                                  TOTAL
                                                                                  FLAT-                      EASTERN
                                    GRAND    TOTAL    RESI-    NON-              RESI-    LAND    RESI-              KOOTE-
                                    TOTAL     ALTA    DENT     RES.     TOTAL    DENT     RES.    DENT     TOTAL   NAYS      TOTAL MONTANA

BEGINNER                     42-1   175.6    157.9    139.0    18.9     76.4     57.5     81.5     17.7     11.3      7.0       3.8      3.8
                                     10.0%    12.1%    12.4%   10.2%     8.7%     8.3%    19.4%     3.8%     4.1%     4.0%      2.2%     3.8%
                                    100.0%    89.9%    79.2%   10.7%    43.5%    32.8%    46.4%    10.1%     6.4%     4.0%      2.2%     2.2%

INTERMEDIATE                 42-2   824.4    622.2    536.5    85.7    434.4    348.7    187.8    202.2    147.3     94.5      49.0     40.8
                                     46.7%    47.8%    48.0%   46.4%    49.3%    50.1%    44.6%    43.8%    52.7%    54.3%     28.1%    41.2%
                                    100.0%    75.5%    65.1%   10.4%    52.7%    42.3%    22.8%    24.5%    17.9%    11.5%      5.9%     5.0%

ADVANCED                     42-3   612.3    427.8    369.7    58.1    291.9    233.8    135.8    184.6    107.7     70.4      76.9     38.8
                                     34.7%    32.9%    33.1%   31.4%    33.2%    33.6%    32.3%    39.9%    38.6%    40.4%     44.1%    39.2%
                                    100.0%    69.9%    60.4%    9.5%    47.7%    38.2%    22.2%    30.1%    17.6%    11.5%     12.6%     6.3%

EXPERT                       42-4   150.5     92.8     71.6    21.2     76.7     55.4     15.5     57.7     13.0      2.1      44.7     15.6
                                      8.5%     7.1%     6.4%   11.5%     8.7%     8.0%     3.7%    12.5%     4.7%     1.2%     25.6%    15.7%
                                    100.0%    61.7%    47.6%   14.1%    50.9%    36.8%    10.3%    38.3%     8.6%     1.4%     29.7%    10.4%

BASE: SKI DAYS (000'S)             1763.7   1301.5   1116.7   184.8    880.2    695.5    420.6    462.2    279.2    174.1     174.3     99.0
                                     99.9%    99.9%    99.9%   99.5%    99.9%   100.0%   100.0%   100.0%   100.1%    99.9%    100.0%    99.9%
                                    100.0%    73.8%    63.3%   10.5%    49.9%    39.4%    23.9%    26.2%    15.8%     9.9%      9.9%     5.6%


                             SEX OF RESPONDENT

MALE                         49-1  1107.1    852.2    724.2   128.1    599.9    471.8    251.8    254.9    179.9    111.1      67.4     51.5
                                     62.8%    65.5%    64.8%   69.3%    68.1%    67.8%    59.9%    55.2%    64.4%    63.8%     38.7%    52.1%
                                    100.0%    77.0%    65.4%   11.6%    54.2%    42.6%    22.7%    23.0%    16.2%    10.0%      6.1%     4.7%

FEMALE                       49-2   656.5    449.3    392.6    56.7    280.4    223.7    168.9    207.3     99.3     63.0     106.9     47.5
                                     37.2%    34.5%    35.2%   30.7%    31.9%    32.2%    40.1%    44.8%    35.6%    36.2%     61.3%    47.9%
                                    100.0%    68.4%    59.8%    8.6%    42.7%    34.1%    25.7%    31.6%    15.1%     9.6%     16.3%     7.2%

BASE: SKI DAYS (000'S)             1763.7   1301.5   1116.7   184.8    880.2    695.5    420.6    462.2    279.2    174.1     174.3     99.0
                                    100.0%   100.0%   100.0%  100.0%   100.0%   100.0%   100.0%   100.0%   100.0%   100.0%    100.0%   100.0%
                                    100.0%    73.8%    63.3%   10.5%    49.9%    39.4%    23.9%    26.2%    15.8%     9.9%      9.9%     5.6%
```

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER QUESTION A

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| BEGINNER | 42-1 | 115.3 | 5.6 | 13.1 | 37.5 | 32.0 | 27.1 | 50.1 | 30.2 | 20.0 | 63.8 | 35.9 | 27.8 |
| | | 10.8% | 19.4% | 7.7% | 14.6% | 8.4% | 11.8% | 15.9% | 17.3% | 14.1% | 8.6% | 7.3% | 10.9% |
| | | 100.0% | 4.9% | 11.3% | 32.5% | 27.8% | 23.5% | 43.5% | 26.2% | 17.3% | 55.3% | 31.1% | 24.1% |
| INTERMEDIATE | 42-2 | 521.0 | 14.5 | 78.7 | 136.2 | 195.5 | 96.1 | 181.7 | 89.2 | 92.4 | 338.3 | 235.1 | 103.3 |
| | | 48.8% | 50.1% | 46.0% | 53.2% | 51.3% | 41.7% | 57.5% | 51.1% | 65.5% | 45.4% | 48.0% | 40.5% |
| | | 100.0% | 2.8% | 15.1% | 26.1% | 37.5% | 18.5% | 34.9% | 17.1% | 17.7% | 64.9% | 45.1% | 19.8% |
| ADVANCED | 42-3 | 355.4 | 8.4 | 55.0 | 74.4 | 132.4 | 85.3 | 73.4 | 46.4 | 26.9 | 280.0 | 175.3 | 104.7 |
| | | 33.3% | 29.0% | 32.2% | 29.0% | 34.7% | 37.0% | 23.2% | 26.6% | 19.1% | 37.6% | 35.8% | 41.0% |
| | | 100.0% | 2.4% | 15.5% | 20.9% | 37.3% | 24.0% | 20.6% | 13.1% | 7.6% | 78.8% | 49.3% | 29.5% |
| EXPERT | 42-4 | 74.8 | .4 | 24.0 | 8.1 | 21.2 | 21.2 | 10.6 | 8.7 | 1.9 | 62.1 | 42.8 | 19.3 |
| | | 7.0% | 1.4% | 14.0% | 3.1% | 5.6% | 9.2% | 3.4% | 5.0% | 1.3% | 8.3% | 8.7% | 7.6% |
| | | 100.0% | .5% | 32.0% | 10.8% | 28.3% | 28.3% | 14.2% | 11.7% | 2.5% | 82.9% | 57.2% | 25.9% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 99.9% | 99.9% | 99.9% | 99.9% | 100.0% | 99.7% | 100.0% | 100.0% | 100.0% | 99.9% | 99.8% | 100.0% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |
| SEX OF RESPONDENT | | | | | | | | | | | | | |
| MALE | 49-1 | 679.4 | 16.6 | 121.8 | 148.9 | 245.3 | 146.2 | 199.8 | 109.1 | 90.7 | 474.8 | 317.8 | 157.1 |
| | | 63.6% | 57.3% | 71.3% | 58.1% | 64.5% | 63.5% | 63.3% | 62.5% | 64.2% | 63.7% | 64.9% | 61.6% |
| | | 100.0% | 2.4% | 17.9% | 21.9% | 36.2% | 21.5% | 29.4% | 16.1% | 13.3% | 69.9% | 46.8% | 23.1% |
| FEMALE | 49-2 | 388.1 | 12.3 | 49.1 | 107.3 | 135.3 | 84.1 | 115.0 | 65.5 | 50.5 | 270.2 | 172.2 | 98.0 |
| | | 36.4% | 42.7% | 28.7% | 41.9% | 35.5% | 36.5% | 36.7% | 37.5% | 35.8% | 36.3% | 35.1% | 38.4% |
| | | 100.0% | 3.2% | 12.7% | 27.6% | 34.9% | 21.7% | 29.9% | 16.9% | 13.0% | 69.6% | 44.4% | 25.3% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER

QUESTION A

TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)

| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| BEGINNER | 42-1 | 98.9 | 17.8 | 81.1 | 74.2 | 10.2 | 19.6 | 2.2 | 37.4 | 9.4 | 4.9 | 36.6 | 51.4 | 10.8 |
| | | 12.7% | 13.6% | 12.6% | 12.5% | 8.1% | 14.8% | 24.0% | 11.2% | 7.7% | 11.3% | 11.6% | 13.3% | 14.8% |
| | | 100.0% | 18.0% | 82.0% | 75.0% | 10.3% | 19.8% | 2.3% | 37.9% | 9.5% | 4.9% | 37.0% | 52.0% | 10.9% |
| INTERMEDIATE | 42-2 | 389.3 | 75.4 | 314.0 | 287.9 | 53.9 | 76.4 | 4.5 | 168.0 | 49.5 | 14.7 | 143.4 | 206.8 | 38.5 |
| | | 50.1% | 57.6% | 48.6% | 48.7% | 43.0% | 57.8% | 48.9% | 50.1% | 40.5% | 33.9% | 45.4% | 53.5% | 52.7% |
| | | 100.0% | 19.4% | 80.6% | 73.9% | 13.8% | 19.6% | 1.2% | 43.1% | 12.7% | 3.8% | 36.8% | 53.1% | 9.9% |
| ADVANCED | 42-3 | 222.9 | 30.3 | 192.6 | 177.1 | 44.9 | 29.1 | 1.6 | 99.6 | 50.9 | 10.1 | 94.5 | 108.0 | 19.5 |
| | | 28.7% | 23.1% | 29.8% | 29.9% | 35.9% | 22.0% | 17.8% | 29.7% | 41.6% | 23.2% | 29.9% | 28.0% | 26.7% |
| | | 100.0% | 13.6% | 86.4% | 79.5% | 20.1% | 13.0% | .7% | 44.7% | 22.8% | 4.5% | 42.4% | 48.4% | 8.8% |
| EXPERT | 42-4 | 64.6 | 7.5 | 57.1 | 52.5 | 15.4 | 6.9 | .9 | 29.7 | 12.2 | 13.7 | 40.2 | 20.0 | 4.3 |
| | | 8.3% | 5.7% | 8.8% | 8.9% | 12.3% | 5.2% | 9.4% | 8.8% | 10.0% | 31.6% | 12.7% | 5.2% | 5.9% |
| | | 100.0% | 11.6% | 88.4% | 81.2% | 23.8% | 10.7% | 1.4% | 45.9% | 18.9% | 21.2% | 62.2% | 31.0% | 6.7% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 99.8% | 100.0% | 99.8% | 100.0% | 99.3% | 99.6% | 100.0% | 99.8% | 99.0% | 99.9% | 99.6% | 100.0% | 100.1% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

SEX OF RESPONDENT

| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MALE | 49-1 | 511.0 | 76.4 | 434.6 | 393.6 | 86.7 | 80.8 | 5.8 | 235.7 | 69.4 | 31.3 | 203.4 | 260.3 | 47.3 |
| | | 65.8% | 58.4% | 67.3% | 66.5% | 69.3% | 61.1% | 62.4% | 70.3% | 56.8% | 72.3% | 64.5% | 67.4% | 64.6% |
| | | 100.0% | 15.0% | 85.0% | 77.0% | 17.0% | 15.8% | 1.1% | 46.1% | 13.6% | 6.1% | 39.8% | 50.9% | 9.2% |
| FEMALE | 49-2 | 265.6 | 54.5 | 211.1 | 198.1 | 38.5 | 51.4 | 3.5 | 99.6 | 52.7 | 12.0 | 112.2 | 125.9 | 25.9 |
| | | 34.2% | 41.6% | 32.7% | 33.5% | 30.7% | 38.9% | 37.6% | 29.7% | 43.2% | 27.7% | 35.5% | 32.6% | 35.4% |
| | | 100.0% | 20.5% | 79.5% | 74.6% | 14.5% | 19.4% | 1.3% | 37.5% | 19.9% | 4.5% | 42.2% | 47.4% | 9.8% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 16.9% | 83.1% | 75.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER QUESTION A

|  |  | TRAVEL BEHAVIOUR(NON-RESIDENTS) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  |  |  | PURPOSE |  |  | EXPERIENCE |  |
|  |  | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| BEGINNER | 42-1 | 18.9 | 12.1 | 4.2 | 2.3 | 11.6 | 7.2 |
|  |  | 10.2% | 9.9% | 11.4% | 9.0% | 13.1% | 7.5% |
|  |  | 100.0% | 64.4% | 22.1% | 12.0% | 61.8% | 38.2% |
| INTERMEDIATE | 42-2 | 85.7 | 59.1 | 16.5 | 7.7 | 43.3 | 42.4 |
|  |  | 46.4% | 48.1% | 45.3% | 30.5% | 49.8% | 44.2% |
|  |  | 100.0% | 69.0% | 19.3% | 8.9% | 50.5% | 49.5% |
| ADVANCED | 42-3 | 58.1 | 34.7 | 13.9 | 11.5 | 20.8 | 37.2 |
|  |  | 31.4% | 28.2% | 37.8% | 46.0% | 23.5% | 38.7% |
|  |  | 100.0% | 59.7% | 23.7% | 19.9% | 35.9% | 64.0% |
| EXPERT | 42-4 | 21.2 | 16.4 | 1.1 | 3.6 | 12.3 | 8.9 |
|  |  | 11.5% | 13.3% | 3.0% | 14.4% | 13.9% | 9.3% |
|  |  | 100.0% | 77.0% | 5.2% | 17.1% | 57.9% | 42.1% |
| BASE: SKI DAYS (000'S) |  | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
|  |  | 99.5% | 99.5% | 97.5% | 99.9% | 99.3% | 99.7% |
|  |  | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |
|  | SEX OF RESPONDENT |  |  |  |  |  |  |
| MALE | 49-1 | 128.1 | 82.8 | 24.3 | 21.0 | 58.5 | 69.5 |
|  |  | 69.3% | 67.4% | 66.7% | 83.9% | 65.9% | 72.4% |
|  |  | 100.0% | 64.7% | 19.0% | 16.4% | 45.7% | 54.3% |
| FEMALE | 49-2 | 56.7 | 40.1 | 12.1 | 4.0 | 30.2 | 26.5 |
|  |  | 30.7% | 32.6% | 33.3% | 16.1% | 34.1% | 27.6% |
|  |  | 100.0% | 70.7% | 21.4% | 7.1% | 53.3% | 46.7% |
| BASE: SKI DAYS (000'S) |  | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
|  |  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
|  |  | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |

PERSONAL CLASSIFICATION AS A DOWNHILL SKIER QUESTION A

SKIER PROFILE

| | | | SKILL | | | | AGE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| BEGINNER | 42-1 | 175.6 | 175.6 | - | - | - | 65.8 | 37.1 | 27.0 | 11.9 | 21.5 | 7.8 | 1.4 | 2.1 | .4 |
| | | 10.0% | 100.0% | | | | 13.2% | 7.3% | 8.9% | 7.9% | 15.0% | 9.1% | 7.0% | 7.6% | 1.4% |
| | | 100.0% | 100.0% | | | | 37.5% | 21.1% | 15.4% | 6.8% | 12.2% | 4.5% | .8% | 1.2% | .2% |
| INTERMEDIATE | 42-2 | 824.4 | - | 824.4 | - | - | 252.1 | 201.6 | 118.6 | 85.0 | 86.4 | 48.5 | 13.1 | 9.1 | 9.3 |
| | | 46.7% | | 100.0% | | | 50.4% | 39.8% | 39.3% | 56.5% | 60.4% | 56.5% | 64.7% | 33.6% | 36.1% |
| | | 100.0% | | 100.0% | | | 30.6% | 24.4% | 14.4% | 10.3% | 10.5% | 5.9% | 1.6% | 1.1% | 1.1% |
| ADVANCED | 42-3 | 612.3 | - | - | 612.3 | - | 171.3 | 204.5 | 97.9 | 46.0 | 29.3 | 28.5 | 5.1 | 15.3 | 13.6 |
| | | 34.7% | | | 100.0% | | 34.3% | 40.3% | 32.4% | 30.6% | 20.5% | 33.2% | 25.2% | 56.6% | 52.6% |
| | | 100.0% | | | 100.0% | | 28.0% | 33.4% | 16.0% | 7.5% | 4.8% | 4.7% | .8% | 2.5% | 2.2% |
| EXPERT | 42-4 | 150.5 | - | - | - | 150.5 | 10.7 | 63.0 | 58.5 | 7.5 | 5.9 | 1.1 | .6 | .6 | 2.6 |
| | | 8.5% | | | | 100.0% | 2.1% | 12.4% | 19.4% | 5.0% | 4.1% | 1.2% | 3.1% | 2.2% | 10.0% |
| | | 100.0% | | | | 100.0% | 7.1% | 41.8% | 38.9% | 5.0% | 3.9% | .7% | .4% | .4% | 1.7% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.8% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |
| SEX OF RESPONDENT | | | | | | | | | | | | | | | |
| MALE | 49-1 | 1107.1 | 59.3 | 526.7 | 418.3 | 101.9 | 297.5 | 368.9 | 153.0 | 87.5 | 81.8 | 56.8 | 15.7 | 23.0 | 21.8 |
| | | 62.8% | 33.8% | 63.9% | 68.3% | 67.7% | 59.5% | 72.8% | 50.7% | 58.1% | 57.2% | 66.1% | 77.9% | 85.0% | 84.2% |
| | | 100.0% | 5.4% | 47.6% | 37.8% | 9.2% | 26.9% | 33.3% | 13.8% | 7.9% | 7.4% | 5.1% | 1.4% | 2.1% | 2.0% |
| FEMALE | 49-2 | 656.5 | 116.3 | 297.6 | 194.1 | 48.6 | 202.4 | 138.0 | 148.9 | 63.0 | 61.2 | 29.2 | 4.5 | 4.1 | 4.1 |
| | | 37.2% | 66.2% | 36.1% | 31.7% | 32.3% | 40.5% | 27.2% | 49.3% | 41.9% | 42.8% | 33.9% | 22.2% | 15.0% | 15.8% |
| | | 100.0% | 17.7% | 45.3% | 29.6% | 7.4% | 30.8% | 21.0% | 22.7% | 9.6% | 9.3% | 4.4% | .7% | .6% | .6% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

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                     PERSONAL CLASSIFICATION AS A DOWNHILL SKIER                                          QUESTION A

                            #=========================================SKIER PROFILE=========================================#
                                  +-----------------RESIDENT AGE--------------------++-----SEX-----++--SOCIO-ECONOMIC STATUS---+
                             GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39   40+
                             TOTAL  RES.   YEARS  YEARS  YEARS  YEARS  YEARS  YEARS    MALE FEMALE  UPPER MIDDLE LOWER STUDENT

 BEGINNER              42-1  175.6  156.7   65.5   31.2   21.4    9.7   19.5    8.8    59.3  116.3   24.2   39.2   16.6   71.4
                             10.0%   9.9%  13.3%   7.0%   8.4%   7.6%  15.3%   6.7%    5.4%  17.7%   8.2%   9.5%   8.3%  11.4%
                            100.0%  89.3%  37.3%  17.7%  12.2%   5.5%  11.1%   5.0%   33.8%  66.2%  13.8%  22.3%   9.5%  40.7%

 INTERMEDIATE          42-2  824.4  738.7  246.7  178.2   98.1   71.1   78.7   65.5   526.7  297.6  133.7  170.9  101.8  305.5
                             46.7%  46.8%  50.3%  39.8%  38.6%  55.8%  61.8%  50.3%   47.6%  45.3%  45.0%  41.6%  50.7%  48.6%
                            100.0%  89.6%  29.9%  21.6%  11.9%   8.6%   9.5%   8.0%   63.9%  36.1%  16.2%  20.7%  12.4%  37.1%

 ADVANCED              42-3  612.3  554.2  169.6  184.8   82.6   40.4   23.6   53.3   418.3  194.1  117.9  129.2   57.3  238.8
                             34.7%  35.1%  34.6%  41.2%  32.5%  31.7%  18.5%  41.0%   37.8%  29.6%  39.7%  31.4%  28.5%  38.0%
                            100.0%  90.5%  27.7%  30.2%  13.5%   6.6%   3.8%   8.7%   68.3%  31.7%  19.3%  21.1%   9.4%  39.0%

 EXPERT                42-4  150.5  129.3    8.7   54.0   52.3    6.2    5.5    2.5   101.9   48.6   20.6   71.5   25.0   12.6
                              8.5%   3.2%   1.8%  12.0%  20.6%   4.9%   4.4%   1.9%    9.2%   7.4%   6.9%  17.4%  12.4%   2.0%
                            100.0%  85.9%   5.8%  35.9%  34.7%   4.2%   3.7%   1.7%   67.7%  32.3%  13.7%  47.5%  16.6%   8.3%

 BASE: SKI DAYS (000'S)     1763.7 1578.9  490.4  448.1  254.4  127.4  127.3  130.2  1107.1  656.5  296.9  410.8  200.6  628.3
                             99.9% 100.0% 100.0% 100.0% 100.1% 100.0% 100.0%  99.9%  100.0% 100.0%  99.8%  99.9%  99.9% 100.0%
                            100.0%  69.5%  27.8%  25.4%  14.4%   7.2%   7.2%   7.4%   62.8%  37.2%  16.8%  23.3%  11.4%  35.6%


                       SEX OF RESPONDENT

 MALE                  49-1 1107.1  979.1  292.9  328.3  120.0   72.8   70.3   94.8  1107.1      -  182.0  252.7  157.4  391.4
                             62.8%  62.0%  59.7%  73.3%  47.2%  57.2%  55.2%  72.8%  100.0%         61.3%  61.5%  78.5%  62.3%
                            100.0%  88.4%  26.5%  29.7%  10.8%   6.6%   6.3%   8.6%  100.0%         16.4%  22.8%  14.2%  35.4%

 FEMALE                49-2  656.5  539.8  197.5  119.8  134.4   54.6   57.0   35.4       -  656.5  114.9  158.2   43.2  236.8
                             37.2%  38.0%  40.3%  26.7%  52.8%  42.8%  44.8%  27.2%         100.0%  38.7%  38.5%  21.5%  37.7%
                            100.0%  91.4%  30.1%  18.2%  20.5%   8.3%   8.7%   5.4%         100.0%  17.5%  24.1%   6.6%  36.1%

 BASE: SKI DAYS (000'S)     1763.7 1578.9  490.4  448.1  254.4  127.4  127.3  130.2  1107.1  656.5  296.9  410.8  200.6  628.3
                            100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%  100.0% 100.0% 100.0% 100.0% 100.0% 100.0%
                            100.0%  89.5%  27.8%  25.4%  14.4%   7.2%   7.2%   7.4%   62.8%  37.2%  16.8%  23.3%  11.4%  35.6%
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PERSONAL CLASSIFICATION AS A DOWNHILL SKIER QUESTION A

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| BEGINNER | 42-1 | 175.6<br>10.0%<br>100.0% | 11.5<br>8.1%<br>6.5% | 31.3<br>7.1%<br>17.8% | 23.0<br>12.6%<br>13.1% | 55.8<br>11.1%<br>31.8% | 46.3<br>16.0%<br>26.4% | 2.5<br>2.5%<br>1.4% | 1.6<br>4.6%<br>.9% | 1.0<br>24.4%<br>.6% | .3<br>6.8%<br>.2% |
| INTERMEDIATE | 42-2 | 824.4<br>46.7%<br>100.0% | 53.2<br>37.5%<br>6.4% | 177.6<br>40.2%<br>21.5% | 88.9<br>48.7%<br>10.8% | 298.5<br>59.6%<br>36.2% | 131.9<br>45.6%<br>16.0% | 30.8<br>31.0%<br>3.7% | 14.4<br>40.5%<br>1.7% | 2.3<br>53.0%<br>.3% | 2.6<br>54.2%<br>.3% |
| ADVANCED | 42-3 | 612.3<br>34.7%<br>100.0% | 66.0<br>46.5%<br>10.8% | 141.0<br>31.9%<br>23.0% | 68.8<br>37.7%<br>11.2% | 144.0<br>28.7%<br>23.5% | 88.8<br>30.7%<br>14.5% | 50.5<br>50.9%<br>8.2% | 17.0<br>47.8%<br>2.8% | 1.0<br>22.6%<br>.2% | 1.2<br>24.4%<br>.2% |
| EXPERT | 42-4 | 150.5<br>8.5%<br>100.0% | 11.1<br>7.8%<br>7.4% | 91.4<br>20.7%<br>60.8% | 1.8<br>1.0%<br>1.2% | 2.8<br>.6%<br>1.9% | 22.5<br>7.8%<br>14.9% | 15.5<br>15.6%<br>10.3% | 2.5<br>7.1%<br>1.7% | - | .7<br>14.7%<br>.5% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 141.9<br>99.9%<br>8.0% | 441.9<br>99.9%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.1%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.1%<br>.3% |
| | SEX OF RESPONDENT | | | | | | | | | | |
| MALE | 49-1 | 1107.1<br>62.8%<br>100.0% | 111.8<br>78.8%<br>10.1% | 233.6<br>52.9%<br>21.1% | 117.1<br>64.2%<br>10.6% | 300.2<br>59.9%<br>27.1% | 181.3<br>62.6%<br>16.4% | 83.7<br>84.4%<br>7.6% | 30.3<br>85.2%<br>2.7% | 1.4<br>33.8%<br>.1% | 3.9<br>80.8%<br>.4% |
| FEMALE | 49-2 | 656.5<br>37.2%<br>100.0% | 30.1<br>21.2%<br>4.6% | 208.3<br>47.1%<br>31.7% | 65.4<br>35.8%<br>10.0% | 200.9<br>40.1%<br>30.6% | 108.2<br>37.4%<br>16.5% | 15.5<br>15.6%<br>2.4% | 5.2<br>14.8%<br>.8% | 2.8<br>66.2%<br>.4% | .9<br>19.2%<br>.1% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |

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                              AGE OF RESPONDENT                                                                       QUESTION 2A
                                     #==================================SKIER ORIGIN==================================#
                                                  *..............................RESIDENTS..............................*
                                                            *........ ........ ........  ALBERTA ........ ........ ........ ........*
                                                                                                   CTHER    REGI-     HINT-
                                     GRAND                CAL.&     CAL.      EDM.&     ECM. &     MAJOR     ONAL    ERLAND
                                     TOTAL     TOTAL      REG.      METRO      ONC      REGION    CENTRE    MRKT.     MRKT.

TWELVE TO SEVENTEEN       27-2      499.8     490.4     190.7     178.2     173.4     157.1      16.3      95.6      30.7
YEARS                                28.3%     31.1%     28.1%     29.1%     28.8%     32.9%     13.1%     45.3%     35.4%
                                    100.0%     98.1%     38.1%     35.7%     34.7%     31.4%      3.3%     19.1%      6.1%

EIGHTEEN TO TWENTY-       27-3      507.0     448.1     209.1     194.0     177.1     140.4      36.6      43.9      17.9
FOUR YEARS                           28.7%     28.4%     30.8%     31.6%     29.4%     29.4%     29.4%     20.8%     20.7%
                                    100.0%     88.4%     41.2%     38.3%     34.9%     27.7%      7.2%      8.7%      3.5%

TWENTY-FIVE TO TWENTY-    27-4      302.0     254.4     117.6     106.1     104.5      63.9      40.7      20.1      12.2
NINE YEARS                           17.1%     16.1%     17.3%     17.3%     17.4%     13.4%     32.7%      9.5%     14.0%
                                    100.0%     84.2%     38.9%     35.1%     34.6%     21.2%     13.5%      6.6%      4.0%

THIRTY TO THIRTY-FOUR     27-5      150.4     127.4      39.8      31.7      55.7      39.1      16.6      14.9      17.1
YEARS                                 8.5%      8.1%      5.9%      5.2%      9.2%      8.2%     13.3%      7.1%     19.7%
                                    100.0%     84.7%     26.5%     21.0%     37.0%     26.0%     11.0%      9.9%     11.4%

THIRTY-FIVE TO THIRTY-    27-6      143.0     127.3      56.7      43.4      63.3      51.9      11.5       4.6       2.6
NINE YEARS                            8.1%      8.1%      8.4%      7.1%     10.5%     10.9%      9.2%      2.2%      3.0%
                                    100.0%     89.0%     39.7%     30.3%     44.3%     36.3%      8.0%      3.2%      1.8%

FORTY TO FORTY-FOUR       27-7       86.0      76.4      46.3      44.4      19.7      16.8       2.9      10.4        -
YEARS                                 4.9%      4.8%      6.8%      7.2%      3.3%      3.5%      2.3%      4.9%
                                    100.0%     88.8%     53.8%     51.6%     22.9%     19.5%      3.4%     12.1%

FORTY-FIVE TO FORTY-      27-8       20.2       8.8       5.8       4.9       3.0       3.0        -         -         -
NINE YEARS                            1.1%       .6%       .9%       .8%       .5%       .6%
                                    100.0%     43.5%     28.7%     24.0%     14.8%     14.8%

FIFTY TO FIFTY-FOUR       27-9       27.1      23.4       5.2       5.2       5.0       5.0        -        7.0       6.2
YEARS                                 1.5%      1.5%       .8%       .8%       .8%      1.1%                3.3%      7.1%
                                    100.0%     86.3%     19.1%     19.1%     18.6%     18.6%               25.7%     22.8%

FIFTY-FIVE AND OVER       27-0       25.9      21.7       7.6       5.1        -         -         -        14.0        -
                                      1.5%      1.4%      1.1%       .8%                                    6.7%
                                    100.0%     83.7%     29.5%     19.7%                                   54.2%

REFUSED                   27-X         .4        .4        -         -         -         -         -          .4        -
                                        *         *                                                          .2%
                                    100.0%    100.0%                                                      100.0%

NOT STATED                27-R        2.0        .8        .5        .5        .3        .3        -         -         -
                                       .1%       .1%       .1%       .1%       .1%       .1%
                                    100.0%     40.6%     23.8%     23.8%     16.8%     16.8%

BASE: SKI DAYS (000'S)             1763.7    1578.9     679.2     613.3     602.1     477.6     124.6     210.9      86.6
                                     99.8%    100.2%    100.2%    100.0%    100.0%    100.1%    100.0%    100.0%     99.9%
                                    100.0%     89.5%     38.5%     34.8%     34.1%     27.1%      7.1%     12.0%      4.9%
```

AGE OF RESPONDENT

QUESTION 2A

#====================================SKIER ORIGIN (CONT'D)======================================#

*..................CANADA....................**......UNITED STATES.......**OTHER*

| | | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8 | 9.5 | 7.3 | .9 | 2.3 | 2.4 | 1.2 | .2 | .4 | 2.1 | * | * | 2.1 | * |
| | | 28.3% | 5.1% | 5.8% | 4.4% | 8.6% | 13.8% | 2.7% | 1.6% | 7.5% | 5.3% | .4% | .1% | 9.5% | .1% |
| | | 100.0% | 1.9% | 1.5% | .2% | .5% | .5% | .2% | * | .1% | .4% | * | * | .4% | * |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0 | 58.9 | 45.8 | 8.6 | 8.4 | 5.0 | 19.4 | 3.3 | 1.1 | 8.4 | .7 | 1.6 | 6.2 | 4.7 |
| | | 28.7% | 31.9% | 36.4% | 41.9% | 31.8% | 28.1% | 44.2% | 27.2% | 22.2% | 21.4% | 8.7% | 16.2% | 28.4% | 23.8% |
| | | 100.0% | 11.6% | 9.0% | 1.7% | 1.7% | 1.0% | 3.8% | .6% | .2% | 1.7% | .1% | .3% | 1.2% | .9% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0 | 47.6 | 27.8 | 6.5 | 6.3 | 3.2 | 6.2 | 4.1 | 1.5 | 10.7 | 2.5 | 4.3 | 3.9 | 9.1 |
| | | 17.1% | 25.8% | 22.1% | 31.6% | 23.7% | 18.1% | 14.1% | 34.1% | 30.2% | 27.2% | 31.4% | 44.6% | 17.8% | 46.2% |
| | | 100.0% | 15.8% | 9.2% | 2.2% | 2.1% | 1.1% | 2.0% | 1.4% | .5% | 3.5% | .8% | 1.4% | 1.3% | 3.0% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4 | 23.0 | 15.4 | 1.1 | 3.1 | 2.8 | 6.3 | 1.8 | .3 | 6.2 | 1.0 | 1.5 | 3.7 | 1.4 |
| | | 8.5% | 12.4% | 12.3% | 5.4% | 11.9% | 15.7% | 14.3% | 15.1% | 6.1% | 15.7% | 12.5% | 15.7% | 16.8% | 7.0% |
| | | 100.0% | 15.3% | 10.3% | .7% | 2.1% | 1.8% | 4.2% | 1.2% | .2% | 4.1% | .7% | 1.0% | 2.4% | .9% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0 | 15.7 | 8.8 | 2.1 | 2.0 | 1.4 | 2.6 | .7 | - | 4.9 | 1.9 | 1.5 | 1.5 | 2.0 |
| | | 8.1% | 8.5% | 7.0% | 10.3% | 7.5% | 7.7% | 6.0% | 6.0% | | 12.3% | 23.7% | 15.4% | 6.8% | 10.2% |
| | | 100.0% | 11.0% | 6.2% | 1.5% | 1.4% | .9% | 1.8% | .5% | | 3.4% | 1.3% | 1.0% | 1.0% | 1.4% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0 | 9.6 | 7.2 | .6 | 1.6 | 1.5 | 2.2 | .6 | .7 | 2.0 | * | .1 | 1.8 | .4 |
| | | 4.9% | 5.2% | 5.8% | 3.1% | 6.0% | 8.4% | 5.0% | 5.1% | 14.1% | 5.0% | .1% | 1.3% | 8.5% | 1.9% |
| | | 100.0% | 11.2% | 8.4% | .7% | 1.9% | 1.7% | 2.6% | .7% | .8% | 2.3% | * | .2% | 2.2% | .4% |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2 | 11.4 | 7.0 | .4 | 1.3 | .8 | 2.9 | 1.0 | .4 | 3.1 | 1.2 | .6 | 1.3 | 1.4 |
| | | 1.1% | 6.2% | 5.6% | 2.2% | 5.1% | 4.5% | 6.6% | 8.5% | 8.7% | 7.8% | 15.1% | 5.9% | 6.0% | 6.9% |
| | | 100.0% | 56.5% | 34.5% | 2.2% | 6.7% | 4.0% | 14.4% | 5.1% | 2.2% | 15.3% | 6.0% | 2.8% | 6.5% | 6.8% |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1 | 3.7 | 2.4 | .1 | 1.1 | .2 | .9 | - | - | .8 | .3 | * | .5 | .6 |
| | | 1.5% | 2.0% | 1.9% | .7% | 4.4% | 1.2% | 2.0% | | | 1.9% | 3.5% | .1% | 2.2% | 2.9% |
| | | 100.0% | 13.7% | 8.8% | .5% | 4.2% | .9% | 3.3% | | | 2.8% | 1.0% | * | 1.7% | 2.1% |
| FIFTY-FIVE AND OVER | 27-0 | 25.9 | 4.2 | 2.7 | .1 | .3 | .5 | 1.1 | .3 | .6 | 1.3 | .4 | .1 | .9 | .2 |
| | | 1.5% | 2.3% | 2.2% | .4% | 1.1% | 2.6% | 2.4% | 2.3% | 11.3% | 3.3% | 4.6% | .7% | 4.1% | 1.0% |
| | | 100.0% | 16.3% | 10.5% | .3% | 1.1% | 1.9% | 4.1% | 1.1% | 2.2% | 5.1% | 1.4% | .3% | 3.4% | .7% |
| REFUSED | 27-X | .4 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | * | | | | | | | | | | | | | |
| | | 100.0% | | | | | | | | | | | | | |
| NOT STATED | 27-R | 2.0 | 1.2 | 1.2 | * | - | - | 1.1 | - | - | - | - | - | - | - |
| | | .1% | .6% | .9% | .1% | | | 2.6% | | | | | | | |
| | | 100.0% | 59.4% | 59.4% | .6% | | | 58.8% | | | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 99.8% | 100.0% | 100.0% | 100.1% | 100.1% | 100.1% | 99.9% | 99.9% | 100.1% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

```
                   AGE OF RESPONDENT                                                      QUESTION 2A

                                 #=================================ALBERTA DESTINATIONS===================================#
                                 +-TOTAL ALBERTA--++----------------------ROCKY MOUNTAIN SKIING---------------------------+
                                                   *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..#
                            GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                            TOTAL  ALTA  DENT  RES.   RMS  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES.

TWELVE TO SEVENTEEN    27-2 499.8 432.4 422.9   9.5 176.8 167.4   9.5 115.2 106.1   9.1  59.5  52.4   7.1  44.6  42.9   1.7
YEARS                       28.3% 33.2% 37.9%  5.1% 20.1% 24.1%  5.1% 17.3% 21.4%  5.4% 16.8% 19.8%  7.9% 16.1% 21.3%  2.3%
                           100.0% 86.5% 84.6%  1.9% 35.4% 33.5%  1.9% 23.0% 21.2%  1.8% 11.9% 10.5%  1.4%  8.9%  8.6%   .3%

EIGHTEEN TO TWENTY-    27-3 507.0 360.5 301.7  58.9 302.4 243.5  58.9 235.4 182.2  53.2 134.1 111.1  23.0  96.8  67.7  29.1
FOUR YEARS                  28.7% 27.7% 27.0% 31.9% 34.3% 35.0% 31.9% 35.4% 36.8% 31.4% 37.8% 41.9% 25.7% 35.0% 33.7% 38.6%
                           100.0% 71.1% 59.5% 11.6% 59.6% 48.0% 11.6% 46.4% 35.9% 10.5% 26.4% 21.9%  4.5% 19.1% 13.4%  5.7%

TWENTY-FIVE TO TWENTY- 27-4 302.0 183.9 136.3  47.6 159.2 111.6  47.6 124.8  81.5  43.3  67.1  41.8  25.3  52.2  35.4  16.8
NINE YEARS                  17.1% 14.1% 12.2% 25.8% 18.1% 16.0% 25.8% 18.8% 16.5% 25.5% 18.9% 15.7% 28.3% 18.9% 17.6% 22.2%
                           100.0% 60.9% 45.1% 15.8% 52.7% 37.0% 15.8% 41.3% 27.0% 14.3% 22.2% 13.8%  8.4% 17.3% 11.7%  5.6%

THIRTY TO THIRTY-FOUR  27-5 150.4 114.0  91.0  23.0  77.1  54.1  23.0  61.6  39.5  22.1  28.6  18.5  10.1  32.3  21.0  11.3
YEARS                        8.5%  8.8%  8.1% 12.4%  8.8%  7.8% 12.4%  9.3%  8.0% 13.0%  8.1%  7.0% 11.3% 11.7% 10.4% 15.0%
                           100.0% 75.7% 60.5% 15.3% 51.2% 35.9% 15.3% 41.0% 26.3% 14.7% 19.0% 12.3%  6.7% 21.5% 14.0%  7.5%

THIRTY-FIVE TO THIRTY- 27-6 143.0 103.0  87.3  15.7  71.9  56.2  15.7  49.9  35.4  14.5  26.4  18.0   8.4  18.5  13.1   5.4
NINE YEARS                   8.1%  7.9%  7.8%  8.5%  8.2%  8.1%  8.5%  7.5%  7.2%  8.6%  7.4%  6.8%  9.4%  6.7%  6.5%  7.1%
                           100.0% 72.0% 61.0% 11.0% 50.3% 39.3% 11.0% 34.9% 24.7% 10.2% 18.4% 12.6%  5.9% 12.9%  9.2%  3.8%

FORTY TO FORTY-FOUR    27-7  86.0  57.1  47.5   9.6  51.3  41.7   9.6  39.5  31.1   8.4  17.7  13.9   3.8  17.8  13.4   4.3
YEARS                        4.9%  4.4%  4.3%  5.2%  5.8%  6.0%  5.2%  5.9%  6.3%  4.9%  5.0%  5.2%  4.2%  6.4%  6.7%  5.7%
                           100.0% 66.4% 55.2% 11.2% 59.7% 48.5% 11.2% 45.9% 36.1%  9.8% 20.5% 16.2%  4.4% 20.7% 15.6%  5.0%

FORTY-FIVE TO FORTY-   27-8  20.2  19.6   8.1  11.4  18.3   6.9  11.4  16.6   5.7  10.9  11.2   3.0   8.2   4.4   1.7   2.7
NINE YEARS                   1.1%  1.5%   .7%  6.2%  2.1%  1.0%  6.2%  2.5%  1.2%  6.4%  3.2%  1.1%  9.1%  1.6%   .8%  3.5%
                           100.0% 96.8% 40.3% 56.5% 90.5% 34.0% 56.5% 82.0% 28.1% 53.9% 55.3% 15.0% 40.3% 21.5%  8.4% 13.2%

FIFTY TO FIFTY-FOUR    27-9  27.1  13.3   9.6   3.7   5.9   2.2   3.7   4.5   1.3   3.2   1.5     -   1.5   2.0    .3   1.7
YEARS                        1.5%  1.0%   .9%  2.0%   .7%   .3%  2.0%   .7%   .3%  1.9%   .4%        1.7%   .7%   .2%  2.2%
                           100.0% 49.3% 35.6% 13.7% 21.9%  8.2% 13.7% 16.6%  4.8% 11.8%  5.5%        5.5%  7.4%  1.3%  6.1%

FIFTY-FIVE AND OVER    27-0  25.9  15.4  11.2   4.2  15.4  11.2   4.2  14.8  11.2   3.6   7.9   6.6   1.2   6.9   4.6   2.3
                             1.5%  1.2%  1.0%  2.3%  1.8%  1.6%  2.3%  2.2%  2.3%  2.1%  2.2%  2.5%  1.4%  2.5%  2.3%  3.1%
                           100.0% 59.6% 43.3% 16.3% 59.6% 43.3% 16.3% 57.3% 43.3% 14.0% 30.4% 25.6%  4.8% 26.6% 17.7%  8.9%

REFUSED                27-X    .4    .4    .4     -     -     -     -     -     -     -     -     -     -     -     -     -
                                *     *     *
                           100.0%100.0%100.0%

NOT STATED             27-R   2.0   2.0    .8   1.2   2.0    .8   1.2   2.0    .8   1.2    .9     -    .9   1.0    .8    .2
                              .1%   .1%   .1%   .6%   .2%   .1%   .6%   .3%   .2%   .7%   .3%        1.0%   .4%   .4%   .3%
                           100.0%100.0% 40.6% 59.4%100.0% 40.6% 59.4%100.0% 40.6% 59.4% 48.1%       48.1% 51.9% 40.6% 11.3%

BASE: SKI DAYS (000'S)     1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                            99.8% 99.9%100.0%100.0%100.1%100.0%100.0% 99.9%100.2% 99.9%100.1%100.0%100.0%100.0% 99.9%100.0%
                           100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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AGE OF RESPONDENT

QUESTION 2A

| | | | ALBERTA DESTINATIONS | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8 | 432.4 | 422.9 | 9.5 | 176.8 | 167.4 | 9.5 | 11.1 | 10.8 | .3 | 16.7 | 16.3 | .4 | 45.0 |
| | | 28.3% | 33.2% | 37.9% | 5.1% | 20.1% | 24.1% | 5.1% | 33.5% | 37.9% | 6.3% | 12.0% | 13.2% | 2.5% | 58.5% |
| | | 100.0% | 86.5% | 84.6% | 1.9% | 35.4% | 33.5% | 1.9% | 2.2% | 2.2% | .1% | 3.3% | 3.3% | .1% | 9.0% |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0 | 360.5 | 301.7 | 58.9 | 302.4 | 243.5 | 58.9 | 4.5 | 3.4 | 1.1 | 53.8 | 48.1 | 5.7 | 13.2 |
| | | 28.7% | 27.7% | 27.0% | 31.9% | 34.3% | 35.0% | 31.9% | 13.6% | 11.9% | 23.9% | 38.7% | 38.8% | 37.1% | 17.1% |
| | | 100.0% | 71.1% | 59.5% | 11.6% | 59.6% | 48.0% | 11.6% | .9% | .7% | .2% | 10.6% | 9.5% | 1.1% | 2.6% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0 | 183.9 | 136.3 | 47.6 | 159.2 | 111.6 | 47.6 | 5.5 | 4.3 | 1.2 | 28.7 | 24.4 | 4.3 | 5.7 |
| | | 17.1% | 14.1% | 12.2% | 25.8% | 18.1% | 16.0% | 25.8% | 16.7% | 15.2% | 26.1% | 20.6% | 19.7% | 28.2% | 7.4% |
| | | 100.0% | 60.9% | 45.1% | 15.8% | 52.7% | 37.0% | 15.8% | 1.8% | 1.4% | .4% | 9.5% | 8.1% | 1.4% | 1.9% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4 | 114.0 | 91.0 | 23.0 | 77.1 | 54.1 | 23.0 | .7 | - | .7 | 8.9 | 8.0 | .9 | 6.6 |
| | | 8.5% | 8.8% | 8.1% | 12.4% | 8.8% | 7.8% | 12.4% | 2.1% | | 15.2% | 6.4% | 6.5% | 5.9% | 8.5% |
| | | 100.0% | 75.7% | 60.5% | 15.3% | 51.2% | 35.9% | 15.3% | .5% | | .5% | 5.9% | 5.3% | .6% | 4.4% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0 | 103.0 | 87.3 | 15.7 | 71.9 | 56.2 | 15.7 | 5.1 | 4.3 | .8 | 19.9 | 18.8 | 1.2 | 2.0 |
| | | 8.1% | 7.9% | 7.8% | 8.5% | 8.2% | 8.1% | 8.5% | 15.4% | 15.1% | 17.1% | 14.3% | 15.2% | 7.6% | 2.6% |
| | | 100.0% | 72.0% | 61.0% | 11.0% | 50.3% | 39.3% | 11.0% | 3.5% | 3.0% | .6% | 13.9% | 13.1% | .8% | 1.4% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0 | 57.1 | 47.5 | 9.6 | 51.3 | 41.7 | 9.6 | 4.0 | 3.7 | .3 | 8.6 | 7.4 | 1.2 | 3.3 |
| | | 4.9% | 4.4% | 4.3% | 5.2% | 5.8% | 6.0% | 5.2% | 12.2% | 13.2% | 6.4% | 6.2% | 6.0% | 7.9% | 4.3% |
| | | 100.0% | 66.4% | 55.2% | 11.2% | 59.7% | 48.5% | 11.2% | 4.7% | 4.4% | .3% | 10.0% | 8.6% | 1.4% | 3.8% |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2 | 19.6 | 8.1 | 11.4 | 18.3 | 6.9 | 11.4 | 1.0 | 1.0 | .1 | .5 | - | .5 | 1.2 |
| | | 1.1% | 1.5% | .7% | 6.2% | 2.1% | 1.0% | 6.2% | 3.1% | 3.4% | 1.8% | .4% | | 3.5% | 1.5% |
| | | 100.0% | 96.8% | 40.3% | 56.5% | 90.5% | 34.0% | 56.5% | 5.1% | 4.7% | .4% | 2.7% | | 2.7% | 5.8% |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1 | 13.3 | 9.6 | 3.7 | 5.9 | 2.2 | 3.7 | 1.0 | 1.0 | .1 | 1.4 | .9 | .5 | - |
| | | 1.5% | 1.0% | .9% | 2.0% | .7% | .3% | 2.0% | 3.1% | 3.4% | 1.5% | 1.0% | .7% | 3.3% | |
| | | 100.0% | 49.3% | 35.6% | 13.7% | 21.9% | 8.2% | 13.7% | 3.8% | 3.5% | .3% | 5.3% | 3.4% | 1.9% | |
| FIFTY-FIVE AND OVER | 27-0 | 25.9 | 15.4 | 11.2 | 4.2 | 15.4 | 11.2 | 4.2 | .1 | - | .1 | .6 | - | .6 | - |
| | | 1.5% | 1.2% | 1.0% | 2.3% | 1.8% | 1.6% | 2.3% | .2% | | 1.6% | .4% | | 4.0% | |
| | | 100.0% | 59.6% | 43.3% | 16.3% | 59.6% | 43.3% | 16.3% | .3% | | .3% | 2.3% | | 2.3% | |
| REFUSED | 27-X | .4 | .4 | .4 | - | - | - | - | - | - | - | - | - | - | - |
| | | * | * | * | | | | | | | | | | | |
| | | 100.0% | 100.0% | 100.0% | | | | | | | | | | | |
| NOT STATED | 27-R | 2.0 | 2.0 | .8 | 1.2 | 2.0 | .8 | 1.2 | - | - | - | - | - | - | - |
| | | .1% | .1% | .1% | .6% | .2% | .1% | .6% | | | | | | | |
| | | 100.0% | 100.0% | 40.6% | 59.4% | 100.0% | 40.6% | 59.4% | | | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 184.8 | 33.0 | 28.4 | 4.6 | 139.2 | 123.9 | 15.3 | 76.8 |
| | | 99.8% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 100.1% | 99.9% | 100.0% | 100.1% | 100.0% | 99.9% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 10.5% | 1.9% | 1.6% | .3% | 7.9% | 7.0% | .9% | 4.4% |

AGE OF RESPONDENT

QUESTION 2A

| | | | ALBERTA DESTINATIONS | | | | | FLATLAND | OUT-OF-PROV.DESTINATION | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | RMS | | SKIING | TOTAL | B.C. | | U.S.A. | |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL | RESIDENT | TOTAL FLATLAND RES. | RESIDENT | TOTAL | EASTERN KOOTENAYS | TOTAL | MONTANA |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8<br>28.3%<br>100.0% | 432.4<br>33.2%<br>86.5% | 422.9<br>37.9%<br>84.6% | 9.5<br>5.1%<br>1.9% | 176.8<br>20.1%<br>35.4% | 167.4<br>24.1%<br>33.5% | 255.5<br>60.3%<br>51.1% | 67.5<br>14.6%<br>13.5% | 56.4<br>20.2%<br>11.3% | 45.2<br>26.0%<br>9.0% | 10.1<br>5.8%<br>2.0% | 10.1<br>10.2%<br>2.0% |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0<br>28.7%<br>100.0% | 360.5<br>27.7%<br>71.1% | 301.7<br>27.0%<br>59.5% | 58.9<br>31.9%<br>11.6% | 302.4<br>34.3%<br>59.6% | 243.5<br>35.0%<br>48.0% | 58.2<br>13.8%<br>11.5% | 146.4<br>31.7%<br>28.9% | 96.1<br>34.4%<br>19.0% | 53.2<br>30.6%<br>10.5% | 49.7<br>28.5%<br>9.8% | 41.8<br>42.2%<br>8.2% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0<br>17.1%<br>100.0% | 183.9<br>14.1%<br>60.9% | 136.3<br>12.2%<br>45.1% | 47.6<br>25.8%<br>15.8% | 159.2<br>18.1%<br>52.7% | 111.6<br>16.0%<br>37.0% | 24.7<br>5.9%<br>8.2% | 118.0<br>25.5%<br>39.1% | 46.1<br>16.5%<br>15.3% | 28.3<br>16.3%<br>9.4% | 64.9<br>37.3%<br>21.5% | 14.3<br>14.4%<br>4.7% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4<br>8.5%<br>100.0% | 114.0<br>8.8%<br>75.7% | 91.0<br>8.1%<br>60.5% | 23.0<br>12.4%<br>15.3% | 77.1<br>8.8%<br>51.2% | 54.1<br>7.8%<br>35.9% | 36.3<br>8.6%<br>24.1% | 36.5<br>7.9%<br>24.3% | 12.7<br>4.5%<br>8.4% | 6.4<br>3.7%<br>4.3% | 23.8<br>13.7%<br>15.8% | 14.2<br>14.3%<br>9.4% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0<br>8.1%<br>100.0% | 103.0<br>7.9%<br>72.0% | 87.3<br>7.8%<br>61.0% | 15.7<br>8.5%<br>11.0% | 71.9<br>8.2%<br>50.3% | 56.2<br>8.1%<br>39.3% | 31.1<br>7.4%<br>21.8% | 40.0<br>8.7%<br>28.0% | 33.6<br>12.0%<br>23.5% | 23.7<br>13.6%<br>16.6% | 6.5<br>3.7%<br>4.5% | 6.5<br>6.5%<br>4.5% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0<br>4.9%<br>100.0% | 57.1<br>4.4%<br>66.4% | 47.5<br>4.3%<br>55.2% | 9.6<br>5.2%<br>11.2% | 51.3<br>5.8%<br>59.7% | 41.7<br>6.0%<br>48.5% | 5.7<br>1.4%<br>6.7% | 28.9<br>6.3%<br>33.6% | 20.2<br>7.2%<br>23.5% | 8.9<br>5.1%<br>10.4% | 8.7<br>5.0%<br>10.1% | 8.7<br>8.8%<br>10.1% |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2<br>1.1%<br>100.0% | 19.6<br>1.5%<br>96.8% | 8.1<br>.7%<br>40.3% | 11.4<br>6.2%<br>56.5% | 18.3<br>2.1%<br>90.5% | 6.9<br>1.0%<br>34.0% | 1.3<br>.3%<br>6.3% | .6<br>.1%<br>3.2% | .6<br>.2%<br>3.2% | .6<br>.4%<br>3.2% | - | - |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1<br>1.5%<br>100.0% | 13.3<br>1.0%<br>49.3% | 9.6<br>.9%<br>35.6% | 3.7<br>2.0%<br>13.7% | 5.9<br>.7%<br>21.9% | 2.2<br>.3%<br>8.2% | 7.4<br>1.8%<br>27.4% | 13.7<br>3.0%<br>50.7% | 12.8<br>4.6%<br>47.2% | 6.8<br>3.9%<br>25.2% | 1.0<br>.5%<br>3.5% | .8<br>.8%<br>2.8% |
| FIFTY-FIVE AND OVER | 27-0 | 25.9<br>1.5%<br>100.0% | 15.4<br>1.2%<br>59.6% | 11.2<br>1.0%<br>43.3% | 4.2<br>2.3%<br>16.3% | 15.4<br>1.8%<br>59.6% | 11.2<br>1.6%<br>43.3% | - | 10.5<br>2.3%<br>40.4% | .8<br>.3%<br>3.0% | .8<br>.4%<br>3.0% | 9.7<br>5.6%<br>37.4% | 2.8<br>2.8%<br>10.8% |
| REFUSED | 27-X | .4<br>*<br>100.0% | .4<br>*<br>100.0% | .4<br>*<br>100.0% | - | - | - | .4<br>.1%<br>100.0% | - | - | - | - | - |
| NOT STATED | 27-R | 2.0<br>.1%<br>100.0% | 2.0<br>.1%<br>100.0% | .8<br>.1%<br>40.6% | 1.2<br>.6%<br>59.4% | 2.0<br>.2%<br>100.0% | .8<br>.1%<br>40.0% | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 1301.5<br>99.9%<br>73.8% | 1116.7<br>100.0%<br>63.3% | 184.8<br>100.0%<br>10.5% | 880.2<br>100.1%<br>49.9% | 695.5<br>100.0%<br>39.4% | 420.6<br>100.1%<br>23.9% | 462.2<br>100.1%<br>26.2% | 279.2<br>99.9%<br>15.8% | 174.1<br>100.0%<br>9.9% | 174.3<br>100.1%<br>9.9% | 99.0<br>100.0%<br>5.6% |

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                        AGE OF RESPONDENT                                                       QUESTION 2A
                                   #===================================TRIP TIMING===================================#
                                   +--------------SEASON--------------++-----------------PERIOD SKIED-----------------+
                                                                        *......DAY SKIING......**...OVERNIGHT SKIING...*
                                LAST
                                TRIP  START - XMAS -   EARLY    LATE   SPRING
                               TOTAL     UP  NEW YEAR  WINTER  WINTER             TOTAL  WEEKDAY  WEEKEND    TOTAL  MIDWEEK  WEEKEND

TWELVE TO SEVENTEEN     27-2    236.6      6.2     43.7     58.5     89.5     38.8    125.6     78.6     46.9    111.0     73.9     37.1
YEARS                           22.2%    21.4%    25.6%    22.8%    23.5%    16.8%    39.9%    45.1%    33.2%    14.9%    15.1%    14.5%
                               100.0%     2.6%    18.5%    24.7%    37.8%    16.4%    53.1%    33.2%    19.8%    46.9%    31.2%    15.7%

EIGHTEEN TO TWENTY-     27-3    320.0      9.8     58.7     78.1    111.8     61.6     68.2     30.4     37.7    247.6    140.9    106.7
FOUR YEARS                      30.0%    34.0%    34.3%    30.5%    29.3%    26.8%    21.6%    17.4%    26.7%    33.2%    28.8%    41.8%
                               100.0%     3.1%    18.3%    24.4%    34.9%    19.3%    21.3%     9.5%    11.8%    77.4%    44.0%    33.3%

TWENTY-FIVE TO TWENTY-  27-4    197.9      5.3     26.0     50.7     79.8     36.1     43.1     24.4     18.7    154.2     94.5     59.7
NINE YEARS                      18.5%    18.2%    15.2%    19.8%    20.9%    15.7%    13.6%    14.0%    13.2%    20.7%    19.3%    23.4%
                               100.0%     2.7%    13.1%    25.6%    40.4%    18.2%    21.8%    12.3%     9.4%    77.9%    47.8%    30.2%

THIRTY TO THIRTY-FOUR   27-5    103.8      4.6     15.3     28.2     33.7     22.1     32.4     16.3     16.1     71.0     56.2     14.8
YEARS                            9.7%    15.9%     8.9%    11.0%     8.8%     9.6%    10.3%     9.3%    11.4%     9.5%    11.5%     5.8%
                               100.0%     4.4%    14.7%    27.1%    32.4%    21.3%    31.3%    15.7%    15.6%    68.4%    54.1%    14.3%

THIRTY-FIVE TO THIRTY-  27-6     95.1      1.7     15.4     15.0     25.0     37.9     17.2     11.2      6.0     76.7     60.7     16.0
NINE YEARS                       8.9%     6.0%     9.0%     5.9%     6.6%    16.5%     5.4%     6.4%     4.2%    10.3%    12.4%     6.3%
                               100.0%     1.8%    16.1%    15.8%    26.3%    39.9%    18.1%    11.8%     6.3%    80.6%    63.8%    16.8%

FORTY TO FORTY-FOUR     27-7     62.0      1.1      5.2     14.6     18.8     22.3     11.3      6.3      5.1     50.7     34.0     16.7
YEARS                            5.8%     3.8%     3.0%     5.7%     4.9%     9.7%     3.6%     3.6%     3.6%     6.8%     6.9%     6.5%
                               100.0%     1.8%     9.4%    23.5%    30.3%    36.0%    18.3%    10.1%     8.2%    81.7%    54.9%    26.9%

FORTY-FIVE TO FORTY-    27-8     20.8        -      1.6      3.9     11.0      4.3      5.2      2.0      3.2     15.5     14.8       .7
NINE YEARS                       1.9%              .9%     1.5%     2.9%     1.9%     1.7%     1.2%     2.3%     2.1%     3.0%      .3%
                               100.0%              7.7%    18.7%    53.0%    20.6%    25.2%     9.7%    15.5%    74.8%    71.4%     3.4%

FIFTY TO FIFTY-FOUR     27-9     17.7       .2      4.2      3.6      6.9      2.6      7.2       .2      7.0     10.5      7.9      2.6
YEARS                            1.7%      .7%     2.5%     1.4%     1.8%     1.2%     2.3%      .1%     4.9%     1.4%     1.6%     1.0%
                               100.0%     1.2%    24.0%    20.2%    38.8%    15.8%    40.5%     1.2%    39.4%    59.5%    44.5%    15.0%

FIFTY-FIVE AND OVER     27-0     11.3        -       .2      2.7      4.2      4.3      4.4      4.3       .1      6.7      6.0       .8
                                 1.1%              .1%     1.0%     1.1%     1.9%     1.4%     2.5%      .1%      .9%     1.2%      .3%
                               100.0%              1.6%    23.7%    37.1%    37.7%    38.8%    37.9%      .9%    59.5%    52.8%     6.7%

REFUSED                 27-X       .4        -       .4        -        -        -       .4       .4        -        -        -        -
                                    *              .2%                                  .1%      .2%
                               100.0%            100.0%                              100.0%   100.0%

NOT STATED              27-R      2.0        -       .3       .9       .6       .1       .8       .5       .3      1.1      1.1        -
                                  .2%              .2%      .4%      .2%      .1%      .3%      .3%      .2%      .2%      .2%
                               100.0%             17.5%    46.8%    29.7%     6.0%    41.2%    24.4%    16.8%    58.8%    58.8%

BASE: SKI DAYS (000'S)         1067.5     28.9    171.0    296.2    381.2    230.3    315.8    174.6    141.2    745.1    490.0    255.1
      ON LAST TRIP             100.0%   100.0%    99.9%   100.0%   100.0%   100.2%   100.1%   100.1%    99.8%   100.0%   100.0%    99.9%
                               100.0%     2.7%    16.0%    24.0%    35.7%    21.6%    29.6%    16.4%    13.2%    69.8%    45.9%    23.9%
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AGE OF RESPONDENT QUESTION 2A

TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)

| | | | TRAVEL MODE(S) | | | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 184.0<br>23.7%<br>100.0% | 48.6<br>37.1%<br>26.4% | 135.4<br>21.0%<br>73.6% | 117.7<br>19.9%<br>64.0% | 5.0<br>4.0%<br>2.7% | 62.7<br>47.4%<br>34.1% | *<br>.4%<br>* | 44.4<br>13.2%<br>24.1% | 20.3<br>16.6%<br>11.0% | 4.7<br>10.8%<br>2.5% | 76.0<br>24.1%<br>41.3% | 89.3<br>23.1%<br>48.5% | 18.7<br>25.5%<br>10.2% |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 235.9<br>30.4%<br>100.0% | 22.6<br>17.3%<br>9.6% | 213.3<br>33.0%<br>90.4% | 192.4<br>32.5%<br>81.5% | 35.2<br>28.1%<br>14.9% | 29.2<br>22.1%<br>12.4% | 4.0<br>43.5%<br>1.7% | 111.1<br>33.2%<br>47.1% | 51.1<br>41.9%<br>21.7% | 15.9<br>36.4%<br>6.7% | 91.8<br>29.1%<br>38.9% | 129.7<br>33.6%<br>55.0% | 13.6<br>18.6%<br>5.8% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 133.7<br>17.2%<br>100.0% | 21.3<br>16.3%<br>15.9% | 112.4<br>17.4%<br>84.1% | 111.7<br>18.9%<br>83.5% | 34.2<br>27.3%<br>25.6% | 15.0<br>11.3%<br>11.2% | 1.7<br>17.9%<br>1.2% | 64.8<br>19.3%<br>48.5% | 18.7<br>15.3%<br>14.0% | 12.8<br>29.6%<br>9.6% | 55.0<br>17.4%<br>41.2% | 61.0<br>15.8%<br>45.7% | 16.9<br>23.2%<br>12.7% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 83.1<br>10.7%<br>100.0% | 18.1<br>13.9%<br>21.8% | 64.9<br>10.1%<br>78.2% | 60.5<br>10.2%<br>72.8% | 17.7<br>14.1%<br>21.3% | 11.6<br>8.9%<br>13.9% | 1.2<br>12.7%<br>1.4% | 38.1<br>11.4%<br>45.9% | 16.9<br>13.9%<br>20.4% | 2.3<br>5.4%<br>2.3% | 30.1<br>9.5%<br>36.2% | 43.1<br>11.2%<br>51.9% | 9.9<br>13.5%<br>11.9% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 60.1<br>7.7%<br>100.0% | 6.2<br>4.7%<br>10.3% | 53.9<br>8.3%<br>89.7% | 45.9<br>7.8%<br>76.5% | 12.3<br>9.8%<br>20.5% | 6.8<br>5.1%<br>11.3% | .1<br>1.3%<br>.2% | 33.0<br>9.9%<br>55.0% | 11.2<br>9.2%<br>18.6% | .2<br>.5%<br>.3% | 29.2<br>9.3%<br>48.7% | 20.5<br>5.3%<br>34.1% | 10.3<br>14.1%<br>17.2% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 40.1<br>5.2%<br>100.0% | 4.9<br>3.8%<br>12.2% | 35.2<br>5.5%<br>87.8% | 34.9<br>5.9%<br>87.0% | 5.6<br>4.4%<br>13.8% | 2.5<br>1.9%<br>6.3% | 1.0<br>10.9%<br>2.5% | 22.8<br>6.8%<br>56.8% | 1.2<br>1.0%<br>3.0% | 5.1<br>11.8%<br>12.8% | 16.3<br>5.2%<br>40.6% | 22.7<br>5.9%<br>56.6% | 1.0<br>1.4%<br>2.6% |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.1<br>2.6%<br>100.0% | 4.7<br>3.6%<br>23.6% | 15.4<br>2.4%<br>76.4% | 14.7<br>2.5%<br>73.3% | 8.6<br>6.9%<br>42.7% | 2.7<br>2.0%<br>13.4% | .3<br>2.8%<br>1.3% | 13.9<br>4.1%<br>68.9% | 1.8<br>1.5%<br>9.1% | .2<br>.5%<br>1.1% | 9.7<br>3.1%<br>48.2% | 10.4<br>2.7%<br>51.9% | *<br>*<br>* |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 8.8<br>1.1%<br>100.0% | 2.5<br>1.9%<br>28.0% | 6.4<br>1.0%<br>72.0% | 5.1<br>.9%<br>57.3% | 2.4<br>1.9%<br>27.3% | 1.1<br>.8%<br>12.6% | .9<br>9.9%<br>10.4% | 2.8<br>.8%<br>31.4% | .4<br>.3%<br>4.3% | 1.5<br>3.4%<br>16.3% | 3.2<br>1.0%<br>36.2% | 4.4<br>1.1%<br>50.2% | 1.2<br>1.6%<br>13.7% |
| FIFTY-FIVE AND OVER | 27-0 | 8.5<br>1.1%<br>100.0% | 1.9<br>1.5%<br>22.6% | 6.6<br>1.0%<br>77.4% | 6.5<br>1.1%<br>75.8% | 3.3<br>2.7%<br>39.4% | .7<br>.5%<br>8.1% | .1<br>.6%<br>.7% | 3.9<br>1.2%<br>45.4% | .1<br>.1%<br>1.7% | .2<br>.5%<br>2.6% | 3.9<br>1.2%<br>46.2% | 3.1<br>.8%<br>36.0% | 1.5<br>2.1%<br>17.8% |
| REFUSED | 27-X | .4<br>*<br>100.0% | - | .4<br>.1%<br>100.0% | .4<br>.1%<br>100.0% | - | - | - | - | - | - | - | .4<br>.1%<br>100.0% | - |
| NOT STATED | 27-R | 2.0<br>.3%<br>100.0% | - | 2.0<br>.3%<br>100.0% | 2.0<br>.3%<br>100.0% | .8<br>.7%<br>42.1% | - | - | .4<br>.1%<br>19.1% | .3<br>.3%<br>17.3% | .4<br>1.0%<br>23.0% | .3<br>.1%<br>16.6% | 1.6<br>.4%<br>83.4% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>100.0%<br>100.0% | 130.9<br>100.1%<br>16.9% | 645.8<br>100.1%<br>83.1% | 591.7<br>100.1%<br>76.2% | 125.2<br>99.9%<br>16.1% | 132.2<br>99.9%<br>17.0% | 9.3<br>100.0%<br>1.2% | 335.2<br>100.0%<br>43.2% | 122.1<br>100.1%<br>15.7% | 43.3<br>99.9%<br>5.6% | 315.6<br>100.0%<br>40.6% | 386.2<br>100.0%<br>49.7% | 73.2<br>100.0%<br>9.4% |

AGE OF RESPONDENT

QUESTION 2A

| | | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 9.5<br>5.1%<br>100.0% | 7.2<br>5.9%<br>76.2% | 1.7<br>4.7%<br>18.0% | .4<br>1.6%<br>4.2% | 5.9<br>6.6%<br>62.3% | 3.6<br>3.7%<br>37.7% |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 58.9<br>31.9%<br>100.0% | 37.3<br>30.4%<br>63.4% | 13.3<br>36.6%<br>22.6% | 6.6<br>26.4%<br>11.2% | 30.7<br>34.5%<br>52.1% | 28.2<br>29.3%<br>47.8% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 47.6<br>25.8%<br>100.0% | 31.5<br>25.6%<br>66.1% | 11.1<br>30.5%<br>23.4% | 6.7<br>26.6%<br>14.0% | 25.5<br>28.7%<br>53.5% | 22.1<br>23.1%<br>46.5% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 23.0<br>12.4%<br>100.0% | 15.8<br>12.9%<br>68.8% | 3.6<br>9.9%<br>15.6% | 3.5<br>13.9%<br>15.2% | 8.2<br>9.2%<br>35.6% | 14.8<br>15.4%<br>64.4% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 15.7<br>8.5%<br>100.0% | 9.8<br>8.0%<br>62.3% | 1.4<br>3.9%<br>8.9% | 4.4<br>17.4%<br>27.7% | 5.8<br>6.6%<br>37.2% | 9.9<br>10.3%<br>62.8% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 9.6<br>5.2%<br>100.0% | 5.9<br>4.8%<br>61.0% | 1.5<br>4.2%<br>16.0% | 2.3<br>9.3%<br>24.3% | 3.7<br>4.2%<br>38.7% | 5.9<br>6.1%<br>61.3% |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 11.4<br>6.2%<br>100.0% | 8.6<br>7.0%<br>75.5% | 1.8<br>5.1%<br>16.1% | .9<br>3.5%<br>7.8% | 4.7<br>5.3%<br>41.3% | 6.7<br>7.0%<br>58.7% |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 3.7<br>2.0%<br>100.0% | 3.5<br>2.9%<br>94.4% | .2<br>.5%<br>5.2% | *<br>*<br>.1% | 1.6<br>1.8%<br>43.4% | 2.1<br>2.2%<br>56.6% |
| FIFTY-FIVE AND OVER | 27-0 | 4.2<br>2.3%<br>100.0% | 2.9<br>2.4%<br>69.4% | 1.1<br>3.0%<br>25.6% | .2<br>.8%<br>5.0% | 2.3<br>2.6%<br>53.7% | 2.0<br>2.0%<br>46.3% |
| NOT STATED | 27-R | 1.2<br>.6%<br>100.0% | .4<br>.3%<br>33.2% | .7<br>1.8%<br>56.7% | .1<br>.5%<br>10.1% | .4<br>.4%<br>32.1% | .8<br>.8%<br>67.9% |
| BASE: SKI DAYS (000'S) | | 184.8<br>100.0%<br>100.0% | 122.9<br>100.2%<br>66.5% | 36.4<br>100.2%<br>19.7% | 25.1<br>100.0%<br>13.6% | 88.7<br>99.9%<br>48.0% | 96.0<br>99.9%<br>51.9% |

AGE OF RESPONDENT

QUESTION 2A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8 | 65.8 | 252.1 | 171.3 | 10.7 | 499.8 | - | - | - | - | - | - | - | - |
| | | 28.3% | 37.5% | 30.6% | 28.0% | 7.1% | 100.0% | | | | | | | | |
| | | 100.0% | 13.2% | 50.4% | 34.3% | 2.1% | 100.0% | | | | | | | | |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0 | 37.1 | 201.6 | 204.5 | 63.0 | - | 507.0 | - | - | - | - | - | - | - |
| | | 28.7% | 21.1% | 24.4% | 33.4% | 41.8% | | 100.0% | | | | | | | |
| | | 100.0% | 7.3% | 39.8% | 40.3% | 12.4% | | 100.0% | | | | | | | |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0 | 27.0 | 118.6 | 97.9 | 58.5 | - | - | 302.0 | - | - | - | - | - | - |
| | | 17.1% | 15.4% | 14.4% | 16.0% | 38.9% | | | 100.0% | | | | | | |
| | | 100.0% | 8.9% | 39.3% | 32.4% | 19.4% | | | 100.0% | | | | | | |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4 | 11.9 | 85.0 | 46.0 | 7.5 | - | - | - | 150.4 | - | - | - | - | - |
| | | 8.5% | 6.8% | 10.3% | 7.5% | 5.0% | | | | 100.0% | | | | | |
| | | 100.0% | 7.9% | 56.5% | 30.6% | 5.0% | | | | 100.0% | | | | | |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0 | 21.5 | 86.4 | 29.3 | 5.9 | - | - | - | - | 143.0 | - | - | - | - |
| | | 8.1% | 12.2% | 10.5% | 4.8% | 3.9% | | | | | 100.0% | | | | |
| | | 100.0% | 15.0% | 60.4% | 20.5% | 4.1% | | | | | 100.0% | | | | |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0 | 7.8 | 48.5 | 28.5 | 1.1 | - | - | - | - | - | 86.0 | - | - | - |
| | | 4.9% | 4.5% | 5.9% | 4.7% | .7% | | | | | | 100.0% | | | |
| | | 100.0% | 9.1% | 56.5% | 33.2% | 1.2% | | | | | | 100.0% | | | |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2 | 1.4 | 13.1 | 5.1 | .6 | - | - | - | - | - | - | 20.2 | - | - |
| | | 1.1% | .8% | 1.6% | .8% | .4% | | | | | | | 100.0% | | |
| | | 100.0% | 7.0% | 64.7% | 25.2% | 3.1% | | | | | | | 100.0% | | |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1 | 2.1 | 9.1 | 15.3 | .6 | - | - | - | - | - | - | - | 27.1 | - |
| | | 1.5% | 1.2% | 1.1% | 2.5% | .4% | | | | | | | | 100.0% | |
| | | 100.0% | 7.6% | 33.6% | 56.6% | 2.2% | | | | | | | | 100.0% | |
| FIFTY-FIVE AND OVER | 27-0 | 25.9 | .4 | 9.3 | 13.6 | 2.6 | - | - | - | - | - | - | - | - | 25.9 |
| | | 1.5% | .2% | 1.1% | 2.2% | 1.7% | | | | | | | | | 100.0% |
| | | 100.0% | 1.4% | 36.1% | 52.6% | 10.0% | | | | | | | | | 100.0% |
| REFUSED | 27-X | .4 | .4 | - | - | - | - | - | - | - | - | - | - | - | - |
| | | * | .2% | | | | | | | | | | | | |
| | | 100.0% | 100.0% | | | | | | | | | | | | |
| NOT STATED | 27-R | 2.0 | .3 | .7 | .8 | .1 | - | - | - | - | - | - | - | - | - |
| | | .1% | .2% | .1% | .1% | .1% | | | | | | | | | |
| | | 100.0% | 16.8% | 34.4% | 42.8% | 6.0% | | | | | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 99.8% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

AGE OF RESPONDENT

QUESTION 2A

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8 | 490.4 | 490.4 | - | - | - | - | - | 297.5 | 202.4 | - | 10.5 | 9.7 | 458.4 |
| | | 28.3% | 31.1% | 100.0% | | | | | | 26.9% | 30.8% | | 2.6% | 4.8% | 73.0% |
| | | 100.0% | 98.1% | 98.1% | | | | | | 59.5% | 40.5% | | 2.1% | 1.9% | 91.7% |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0 | 448.1 | - | 448.1 | - | - | - | - | 368.9 | 138.0 | 59.8 | 115.7 | 96.6 | 152.0 |
| | | 28.7% | 28.4% | | 100.0% | | | | | 33.3% | 21.0% | 20.1% | 28.2% | 48.1% | 24.2% |
| | | 100.0% | 88.4% | | 88.4% | | | | | 72.8% | 27.2% | 11.8% | 22.8% | 19.0% | 30.0% |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0 | 254.4 | - | - | 254.4 | - | - | - | 153.0 | 148.9 | 64.7 | 144.0 | 42.6 | 17.0 |
| | | 17.1% | 16.1% | | | 100.0% | | | | 13.8% | 22.7% | 21.8% | 35.0% | 21.2% | 2.7% |
| | | 100.0% | 84.2% | | | 84.2% | | | | 50.7% | 49.3% | 21.4% | 47.7% | 14.1% | 5.6% |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4 | 127.4 | - | - | - | 127.4 | - | - | 87.5 | 63.0 | 59.0 | 34.2 | 21.0 | .4 |
| | | 8.5% | 8.1% | | | | 100.0% | | | 7.9% | 9.6% | 19.9% | 8.3% | 10.4% | .1% |
| | | 100.0% | 84.7% | | | | 84.7% | | | 58.1% | 41.9% | 39.2% | 22.7% | 13.9% | .3% |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0 | 127.3 | - | - | - | - | 127.3 | - | 81.8 | 61.2 | 48.6 | 42.0 | 18.9 | .2 |
| | | 8.1% | 8.1% | | | | | 100.0% | | 7.4% | 9.3% | 16.4% | 10.2% | 9.4% | * |
| | | 100.0% | 89.0% | | | | | 89.0% | | 57.2% | 42.8% | 34.0% | 29.4% | 13.2% | .1% |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0 | 76.4 | - | - | - | - | - | 76.4 | 56.8 | 29.2 | 50.6 | 23.9 | 2.7 | - |
| | | 4.9% | 4.8% | | | | | | 58.7% | 5.1% | 4.4% | 17.0% | 5.8% | 1.3% | |
| | | 100.0% | 88.8% | | | | | | 88.8% | 66.1% | 33.9% | 58.9% | 27.8% | 3.1% | |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2 | 8.8 | - | - | - | - | - | 8.8 | 15.7 | 4.5 | 5.0 | 8.0 | 3.6 | - |
| | | 1.1% | .6% | | | | | | 6.7% | 1.4% | .7% | 1.7% | 2.0% | 1.8% | |
| | | 100.0% | 43.5% | | | | | | 43.5% | 77.8% | 22.2% | 24.5% | 39.7% | 17.8% | |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1 | 23.4 | - | - | - | - | - | 23.4 | 23.0 | 4.1 | 5.7 | 13.8 | 2.3 | - |
| | | 1.5% | 1.5% | | | | | | 17.9% | 2.1% | .6% | 1.9% | 3.4% | 1.1% | |
| | | 100.0% | 86.3% | | | | | | 86.3% | 85.0% | 15.0% | 21.1% | 51.1% | 8.5% | |
| FIFTY-FIVE AND OVER | 27-0 | 25.9 | 21.7 | - | - | - | - | - | 21.7 | 21.8 | 4.1 | 3.5 | 17.6 | 2.9 | - |
| | | 1.5% | 1.4% | | | | | | 16.6% | 2.0% | .6% | 1.2% | 4.3% | 1.4% | |
| | | 100.0% | 83.7% | | | | | | 83.7% | 84.2% | 15.8% | 13.5% | 67.9% | 11.1% | |
| REFUSED | 27-X | .4 | .4 | - | - | - | - | - | - | - | .4 | - | - | - | - |
| | | * | * | | | | | | | | .1% | | | | |
| | | 100.0% | 100.0% | | | | | | | | 100.0% | | | | |
| NOT STATED | 27-R | 2.0 | .8 | - | - | - | - | - | - | 1.2 | .8 | .1 | 1.0 | .5 | .3 |
| | | .1% | .1% | | | | | | | .1% | .1% | * | .3% | .2% | .1% |
| | | 100.0% | 40.6% | | | | | | | 59.4% | 40.6% | 6.0% | 52.7% | 24.4% | 16.8% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 99.8% | 100.2% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 99.9% | 100.0% | 100.1% | 99.7% | 100.1% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

AGE OF RESPONDENT

QUESTION 2A

SKIER PROFILE

LIFE STAGE

|  |  | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TWELVE TO SEVENTEEN YEARS | 27-2 | 499.8<br>28.3%<br>100.0% | - | - | 37.2<br>20.4%<br>7.4% | 274.1<br>54.7%<br>54.8% | 188.0<br>64.9%<br>37.6% | - | - | - | - |
| EIGHTEEN TO TWENTY-FOUR YEARS | 27-3 | 507.0<br>28.7%<br>100.0% | 25.2<br>17.8%<br>5.0% | 188.4<br>42.6%<br>37.2% | 26.1<br>14.3%<br>5.1% | 52.8<br>10.5%<br>10.4% | 71.7<br>24.8%<br>14.1% | 84.4<br>85.0%<br>16.6% | 2.3<br>6.4%<br>.4% | .6<br>15.1%<br>.1% | - |
| TWENTY-FIVE TO TWENTY-NINE YEARS | 27-4 | 302.0<br>17.1%<br>100.0% | 46.2<br>32.5%<br>15.3% | 193.4<br>43.8%<br>64.0% | 47.8<br>26.2%<br>15.8% | 6.8<br>1.4%<br>2.3% | .7<br>.2%<br>.2% | 3.3<br>3.4%<br>1.1% | 1.3<br>3.6%<br>.4% | - | - |
| THIRTY TO THIRTY-FOUR YEARS | 27-5 | 150.4<br>8.5%<br>100.0% | 35.9<br>25.3%<br>23.9% | 33.2<br>7.5%<br>22.0% | 41.8<br>22.9%<br>27.8% | 33.0<br>6.6%<br>21.9% | 4.9<br>1.7%<br>3.2% | 1.1<br>1.1%<br>.7% | - | - | - |
| THIRTY-FIVE TO THIRTY-NINE YEARS | 27-6 | 143.0<br>8.1%<br>100.0% | 19.1<br>13.5%<br>13.4% | 21.0<br>4.7%<br>14.7% | 21.1<br>11.6%<br>14.8% | 79.3<br>15.8%<br>55.5% | 1.9<br>.7%<br>1.3% | - | .1<br>.4%<br>.1% | *<br>1.0%<br>* | - |
| FORTY TO FORTY-FOUR YEARS | 27-7 | 86.0<br>4.9%<br>100.0% | 14.5<br>10.2%<br>16.8% | 5.2<br>1.2%<br>6.0% | 8.5<br>4.6%<br>9.9% | 54.1<br>10.8%<br>62.9% | 3.5<br>1.2%<br>4.1% | - | - | .3<br>6.7%<br>.3% | - |
| FORTY-FIVE TO FORTY-NINE YEARS | 27-8 | 20.2<br>1.1%<br>100.0% | - | .8<br>.2%<br>4.0% | - | 1.0<br>.2%<br>5.0% | 8.0<br>2.8%<br>39.6% | 3.1<br>3.2%<br>15.6% | 2.1<br>5.8%<br>10.3% | .2<br>5.2%<br>1.1% | 2.2<br>45.0%<br>10.8% |
| FIFTY TO FIFTY-FOUR YEARS | 27-9 | 27.1<br>1.5%<br>100.0% | - | - | - | - | 9.6<br>3.3%<br>35.6% | 6.5<br>6.6%<br>24.2% | 6.9<br>19.5%<br>25.6% | 2.3<br>53.1%<br>8.4% | 1.4<br>28.4%<br>5.1% |
| FIFTY-FIVE AND OVER | 27-0 | 25.9<br>1.5%<br>100.0% | - | - | - | - | 1.2<br>.4%<br>4.5% | .7<br>.7%<br>2.9% | 22.5<br>63.3%<br>86.9% | .8<br>18.9%<br>3.1% | .4<br>7.9%<br>1.5% |
| REFUSED | 27-X | .4<br>*<br>100.0% | - | - | - | - | - | - | .4<br>1.1%<br>100.0% | - | - |
| NOT STATED | 27-R | 2.0<br>.1%<br>100.0% | 1.0<br>.7%<br>53.5% | - | - | - | - | - | - | - | .9<br>18.7%<br>46.5% |
| BASE: SKI DAYS (000'S) |  | 1763.7<br>99.8%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.1%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |

MARITAL STATUS

QUESTION D

| | | | SKIER ORIGIN | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENTS | | | | | | | |
| | | | ALBERTA | | | | | | | |
| | | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& ONC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| SINGLE | 45-1 | 1132.0<br>64.2%<br>100.0% | 1017.4<br>64.4%<br>89.9% | 422.4<br>62.2%<br>37.3% | 383.4<br>62.5%<br>33.9% | 407.3<br>67.6%<br>35.0% | 324.0<br>67.8%<br>28.6% | 83.3<br>66.9%<br>7.4% | 135.5<br>64.3%<br>12.0% | 52.1<br>60.2%<br>4.6% |
| MARRIED | 45-2 | 506.0<br>28.7%<br>100.0% | 447.0<br>28.3%<br>88.3% | 190.1<br>28.0%<br>37.6% | 170.6<br>27.8%<br>33.7% | 155.8<br>25.9%<br>30.8% | 122.1<br>25.6%<br>24.1% | 33.7<br>27.1%<br>6.7% | 72.2<br>34.2%<br>14.3% | 28.8<br>33.3%<br>5.7% |
| WIDOWED | 45-3 | 5.1<br>.3%<br>100.0% | 4.4<br>.3%<br>87.1% | 4.4<br>.7%<br>87.1% | 4.4<br>.7%<br>87.1% | - | - | - | - | - |
| SEPARATED | 45-4 | 41.9<br>2.4%<br>100.0% | 38.8<br>2.5%<br>92.6% | 24.1<br>3.5%<br>57.4% | 16.8<br>2.7%<br>40.0% | 11.1<br>1.8%<br>26.5% | 5.8<br>1.2%<br>13.9% | 5.3<br>4.3%<br>12.7% | .8<br>.4%<br>2.0% | 2.9<br>3.3%<br>6.7% |
| DIVORCED | 45-5 | 74.3<br>4.2%<br>100.0% | 67.0<br>4.2%<br>90.3% | 34.3<br>5.0%<br>46.1% | 34.3<br>5.6%<br>46.1% | 27.5<br>4.6%<br>37.1% | 25.7<br>5.4%<br>34.5% | 1.9<br>1.5%<br>2.6% | 2.4<br>1.1%<br>3.2% | 2.8<br>3.3%<br>3.8% |
| REFUSED | 45-0 | 4.2<br>.2%<br>100.0% | 4.2<br>.3%<br>100.0% | 3.9<br>.6%<br>92.7% | 3.9<br>.6%<br>92.7% | .3<br>.1%<br>7.3% | - | .3<br>.2%<br>7.3% | - | - |
| NOT STATED | 45-R | .2<br>*<br>100.0% | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 679.2<br>100.0%<br>38.5% | 613.3<br>99.9%<br>34.8% | 602.1<br>100.0%<br>34.1% | 477.6<br>100.0%<br>27.1% | 124.6<br>100.0%<br>7.1% | 210.9<br>100.0%<br>12.0% | 86.6<br>100.1%<br>4.9% |

MARITAL STATUS QUESTION D

#=====SKIER ORIGIN (CONT'D)=====#

| | | | | *CANADA | | | | | | | **UNITED STATES | | | | **OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TCTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| SINGLE | 45-1 | 1132.0 | 114.6 | 78.1 | 16.0 | 13.4 | 10.8 | 28.2 | 7.3 | 2.5 | 22.6 | 3.3 | 4.0 | 15.2 | 13.9 |
| | | 64.2% | 62.0% | 62.2% | 77.8% | 50.6% | 60.9% | 64.3% | 60.7% | 49.4% | 57.2% | 41.7% | 41.5% | 70.0% | 70.5% |
| | | 100.0% | 10.1% | 6.9% | 1.4% | 1.2% | 1.0% | 2.5% | .6% | .2% | 2.0% | .3% | .4% | 1.3% | 1.2% |
| MARRIEC | 45-2 | 506.0 | 59.0 | 40.7 | 3.9 | 11.6 | 5.6 | 12.8 | 4.7 | 2.1 | 14.2 | 2.2 | 5.7 | 6.3 | 4.1 |
| | | 28.7% | 31.9% | 32.4% | 19.1% | 43.7% | 31.6% | 29.1% | 39.3% | 41.7% | 36.0% | 27.4% | 58.5% | 29.1% | 20.7% |
| | | 100.0% | 11.7% | 8.0% | .8% | 2.3% | 1.1% | 2.5% | .9% | .4% | 2.8% | .4% | 1.1% | 1.2% | .9% |
| WIDOWED | 45-3 | 5.1 | .7 | .1 | - | - | .1 | - | - | - | - | - | - | - | .6 |
| | | .3% | .4% | .1% | | | .5% | | | | | | | | 2.9% |
| | | 100.0% | 12.9% | 1.9% | | | 1.9% | | | | | | | | 11.1% |
| SEPARATED | 45-4 | 41.9 | 3.1 | 3.1 | .2 | .9 | .6 | 1.2 | - | .2 | * | - | - | * | - |
| | | 2.4% | 1.7% | 2.5% | 1.1% | 3.3% | 3.4% | 2.7% | | 4.8% | * | | | .1% | |
| | | 100.0% | 7.4% | 7.4% | .5% | 2.1% | 1.4% | 2.8% | | .6% | * | | | * | |
| DIVORCED | 45-5 | 74.3 | 7.2 | 3.4 | .4 | .6 | .6 | 1.7 | - | - | 2.7 | 2.5 | - | .2 | 1.2 |
| | | 4.2% | 3.9% | 2.7% | 2.0% | 2.4% | 3.5% | 4.0% | | | 6.8% | 31.0% | | .8% | 5.9% |
| | | 100.0% | 9.7% | 4.6% | .5% | .9% | .9% | 2.3% | | | 3.6% | 3.3% | | .2% | 1.6% |
| REFUSED | 45-0 | 4.2 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | .2% | | | | | | | | | | | | | |
| | | 100.0% | | | | | | | | | | | | | |
| NCT STATEC | 45-R | .2 | .2 | .2 | - | - | - | - | - | .2 | - | - | - | - | - |
| | | * | .1% | .2% | | | | | | 4.1% | | | | | |
| | | 100.0% | 100.0% | 100.0% | | | | | | 100.0% | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 99.9% | 100.1% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

```
MARITAL STATUS                                                                                              QUESTION D

                                        #==================================ALBERTA DESTINATIONS==================================#
                                        +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                          *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                   GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                   TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

SINGLE                       45-1 1132.0 879.2 764.7 114.6 561.0 446.4 114.6 416.7 310.6 106.1 217.9 163.8  54.1 180.1 130.7  49.4
                                   64.2% 67.6% 68.5% 62.0% 63.7% 64.2% 62.0% 62.7% 62.8% 62.6% 61.4% 61.7% 60.5% 65.2% 65.0% 65.5%
                                  100.0% 77.7% 67.6% 10.1% 49.6% 39.4% 10.1% 36.8% 27.4%  9.4% 19.3% 14.5%  4.8% 15.9% 11.5%  4.4%

MARRIED                      45-2  506.0 340.9 281.9  59.0 248.7 189.8  59.0 195.9 143.0  52.9 108.7  79.3  29.4  75.1  53.3  21.8
                                   28.7% 26.2% 25.2% 31.9% 28.3% 27.3% 31.9% 29.5% 28.9% 31.2% 30.6% 29.9% 32.9% 27.2% 26.5% 28.9%
                                  100.0% 67.4% 55.7% 11.7% 49.2% 37.5% 11.7% 38.7% 28.3% 10.5% 21.5% 15.7%  5.8% 14.8% 10.5%  4.3%

WIDOWED                      45-3    5.1   5.1   4.4    .7   5.1   4.4    .7   5.1   4.4    .7   4.4   4.4     -    .7     -    .7
                                     .3%   .4%   .4%   .4%   .6%   .6%   .4%   .8%   .9%   .4%  1.3%  1.7%         .2%         .9%
                                  100.0%100.0% 87.1% 12.9%100.0% 87.1% 12.9%100.0% 87.1% 12.9% 87.1% 87.1%       12.9%       12.9%

SEPARATED                    45-4   41.9  28.4  25.3   3.1  24.8  21.7   3.1  16.6  13.9   2.8   9.5   7.8   1.7   6.0   5.1    .9
                                    2.4%  2.2%  2.3%  1.7%  2.8%  3.1%  1.7%  2.5%  2.8%  1.6%  2.7%  2.9%  1.9%  2.2%  2.6%  1.2%
                                  100.0% 67.8% 60.4%  7.4% 59.2% 51.7%  7.4% 39.6% 33.0%  6.6% 22.6% 18.5%  4.1% 14.3% 12.3%  2.1%

DIVORCED                     45-5   74.3  43.7  36.5   7.2  36.5  29.3   7.2  27.4  20.5   6.9  12.9   8.7   4.2  13.4  10.9   2.4
                                    4.2%  3.4%  3.3%  3.9%  4.1%  4.2%  3.9%  4.1%  4.2%  4.1%  3.6%  3.3%  4.7%  4.8%  5.4%  3.2%
                                  100.0% 58.9% 49.1%  9.7% 49.1% 39.4%  9.7% 36.9% 27.7%  9.3% 17.4% 11.7%  5.7% 18.0% 14.7%  3.3%

REFUSED                      45-0    4.2   3.9   3.9     -   3.9   3.9     -   2.3   2.3     -   1.3   1.3     -    .9    .9     -
                                     .2%   .3%   .4%         .4%   .6%         .3%   .5%         .4%   .5%         .3%   .5%
                                  100.0% 92.7% 92.7%       92.7% 92.7%       53.8% 53.8%       31.5% 31.5%       22.3% 22.3%

NOT STATED                   45-R     .2    .2     -    .2    .2     -    .2    .2     -    .2     -     -     -    .2     -    .2
                                       *     *         .1%     *         .1%     *         .1%                     .1%         .3%
                                  100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%                  100.0%      100.0%

BASE: SKI DAYS (000'S)            1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  69.5 276.4 200.9  75.4
                                  100.0%100.1%100.1%100.0% 99.9%100.0%100.0% 99.9%100.1%100.0%100.0%100.0%100.0%100.0%100.0%100.0%
                                  100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
```

```
                    MARITAL STATUS                                                               QUESTION D
                                      #================================ALBERTA DESTINATIONS================================#
                                      +---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING----------------------+
                                                       *......TOTALS ......**......NORQUAY......**......*.MARMOT......**..FOR-
                                                                                                                   TRESS.*
                                 GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
                                 TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

SINGLE                    45-1  1132.0   879.2   764.7   114.6   561.0   446.4   114.6    18.6    16.1     2.5    84.4    75.8     8.5    60.0
                                 64.2%   67.6%   68.5%   62.0%   63.7%   64.2%   62.0%   56.5%   56.7%   54.9%   60.6%   61.2%   55.8%   78.0%
                                100.0%   77.7%   67.6%   10.1%   49.6%   39.4%   10.1%    1.6%    1.4%     .2%    7.5%    6.7%     .8%    5.3%

MARRIED                   45-2   506.0   340.9   281.9    59.0   248.7   189.8    59.0    12.1    10.4     1.7    39.2    33.1     6.1    13.7
                                 28.7%   26.2%   25.2%   31.9%   28.3%   27.3%   31.9%   36.5%   36.6%   36.0%   28.2%   26.7%   39.7%   17.8%
                                100.0%   67.4%   55.7%   11.7%   49.2%   37.5%   11.7%    2.4%    2.1%     .3%    7.8%    6.6%    1.2%    2.7%

WIDOWED                   45-3     5.1     5.1     4.4      .7     5.1     4.4      .7       -       -       -       -       -       -       -
                                   .3%     .4%     .4%     .4%     .6%     .6%     .4%
                                100.0%  100.0%   87.1%   12.9%  100.0%   87.1%   12.9%

SEPARATED                 45-4    41.9    28.4    25.3     3.1    24.8    21.7     3.1     1.2     1.0      .2     8.2     7.8      .3       -
                                  2.4%    2.2%    2.3%    1.7%    2.8%    3.1%    1.7%    3.5%    3.4%    4.3%    5.9%    6.3%    2.2%
                                100.0%   67.8%   60.4%    7.4%   59.2%   51.7%    7.4%    2.7%    2.3%     .5%   19.5%   18.7%     .8%

DIVORCED                  45-5    74.3    43.7    36.5     7.2    36.5    29.3     7.2     1.2     1.0      .2     7.5     7.1      .3     1.6
                                  4.2%    3.4%    3.3%    3.9%    4.1%    4.2%    3.9%    3.5%    3.4%    4.7%    5.4%    5.8%    2.2%    2.1%
                                100.0%   58.9%   49.1%    9.7%   49.1%   39.4%    9.7%    1.6%    1.3%     .3%   10.1%    9.6%     .5%    2.1%

REFUSED                   45-0     4.2     3.9     3.9       -     3.9     3.9       -       -       -       -       -       -       -     1.6
                                   .2%     .3%     .4%             .4%     .6%                                                            2.1%
                                100.0%   92.7%   92.7%           92.7%   92.7%                                                           38.9%

NOT STATED                45-R      .2      .2       -      .2      .2       -      .2       -       -       -       -       -       -       -
                                     *       *             .1%       *             .1%
                                100.0%  100.0%          100.0%  100.0%          100.0%

BASE: SKI DAYS (000'S)          1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                100.0%  100.1%  100.1%  100.0%   99.9%  100.0%  100.0%  100.0%  100.1%   99.9%  100.1%  100.0%  100.0%  100.0%
                                100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
```

```
                             MARITAL STATUS                                                                     QUESTION D
                                          #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                          +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                                   TOTAL
                                                                                   FLAT-                 EASTERN
                                    GRAND    TOTAL   RESI-    NON-             RESI-   LAND    RESI-             KOOTE-
                                    TOTAL     ALTA    DENT    RES.     TOTAL    DENT   RES.     DENT     TOTAL   NAYS      TOTAL  MONTANA

SINGLE                      45-1   1132.0   879.2   764.7   114.6    561.0   446.4   318.3   252.7   178.9   102.2      69.6    60.2
                                    64.2%   67.6%   68.5%   62.0%    63.7%   64.2%   75.7%   54.7%   64.1%   58.7%     39.9%   60.8%
                                   100.0%   77.7%   67.6%   10.1%    49.6%   39.4%   28.1%   22.3%   15.8%    9.0%      6.1%    5.3%

MARRIED                     45-2    506.0   340.9   281.9    59.0    249.7   189.8    91.5   165.1    77.0    48.5      83.8    33.4
                                    28.7%   26.2%   25.2%   31.9%    28.3%   27.3%   21.8%   35.7%   27.6%   27.9%     48.0%   33.7%
                                   100.0%   67.4%   55.7%   11.7%    49.2%   37.5%   18.1%   32.6%   15.2%    9.6%     16.6%    5.6%

WIDOWED                     45-3      5.1     5.1     4.4      .7      5.1     4.4      -       -       -       -         -       -
                                      .3%     .4%     .4%     .4%      .6%     .6%
                                   100.0%  100.0%   87.1%   12.9%   100.0%   87.1%

SEPARATED                   45-4     41.9    28.4    25.3     3.1     24.8    21.7     3.6    13.5     5.1     5.1       8.4     2.6
                                     2.4%    2.2%    2.3%    1.7%     2.8%    3.1%     .9%    2.9%    1.8%    2.9%      4.8%    2.6%
                                   100.0%   67.8%   60.4%    7.4%    59.2%   51.7%    8.7%   32.2%   12.2%   12.2%     20.0%    6.1%

DIVORCED                    45-5     74.3    43.7    36.5     7.2     36.5    29.3     7.2    30.5    18.0    18.0      12.6     2.8
                                     4.2%    3.4%    3.3%    3.9%     4.1%    4.2%    1.7%    6.6%    6.4%   10.3%      7.2%    2.9%
                                   100.0%   58.9%   49.1%    9.7%    49.1%   39.4%    9.7%   41.1%   24.2%   24.2%     16.9%    3.8%

REFUSED                     45-0      4.2     3.9     3.9      -       3.9     3.9      -       .3      .3      .3        -       -
                                      .2%     .3%     .4%              .4%     .6%             .1%     .1%     .2%
                                   100.0%   92.7%   92.7%             92.7%   92.7%            7.3%    7.3%    7.3%

NOT STATED                  45-R       .2      .2      -       .2       .2      -       -       -       -       -         -       -
                                       *       *               .1%       *
                                   100.0%  100.0%           100.0%   100.0%

BASE: SKI DAYS (000'S)             1763.7  1301.5  1116.7   184.8    880.2   695.5   420.6   462.2   279.2   174.1     174.3    99.0
                                   100.0%  100.1%  100.1%  100.0%    99.9%  100.0%  100.1%  100.0%  100.0%  100.0%     99.9%  100.0%
                                   100.0%   73.8%   63.3%   10.5%    49.9%   39.4%   23.9%   26.2%   15.8%    9.9%      9.9%    5.6%
```

```
                         MARITAL STATUS                                                                   QUESTION D
                                        #=====================================TRIP TIMING=====================================#
                                        +----------------SEASON-----------------++-----------------PERIOD SKIED-----------------+
                                                                                 *......DAY SKIING.......**...OVERNIGHT SKIING...*
                                 LAST
                                 TRIP START - XMAS -   EARLY    LATE    SPRING
                                TOTAL    UP   NEW YEAR WINTER  WINTER           TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

SINGLE                   45-1   654.6    17.5   118.1   155.8   234.2   128.9   215.4   122.6    92.8   434.9   274.2   160.7
                                61.3%   60.8%   69.1%   60.8%   61.5%   56.0%   68.2%   70.3%   65.7%   58.4%   56.0%   63.0%
                               100.0%    2.7%   18.0%   23.8%   35.8%   19.7%   32.9%   18.7%   14.2%   66.4%   41.9%   24.5%

MARRIED                  45-2   336.7     9.6    38.0    84.5   128.7    75.9    84.5    44.7    39.8   249.9   177.5    72.4
                                31.5%   33.4%   22.2%   33.0%   33.8%   33.0%   26.8%   25.6%   28.2%   33.5%   36.2%   28.4%
                               100.0%    2.9%   11.3%   25.1%   38.2%   22.6%   25.1%   13.3%   11.8%   74.2%   52.7%   21.5%

WIDOWED                  45-3     2.1       -       -       -      .6     1.6     1.5     1.5       -      .7      .6      .1
                                  .2%                              .1%     .7%     .5%     .8%             .1%     .1%      *
                               100.0%                            26.4%   73.6%   69.1%   69.1%           30.9%   26.4%    4.5%

SEPARATED                45-4    27.7      .8     4.9     6.5     7.1     8.3     6.3     3.1     3.2    21.4    14.3     7.0
                                 2.6%    2.8%    2.9%    2.5%    1.9%    3.6%    2.0%    1.8%    2.3%    2.9%    2.9%    2.8%
                               100.0%    3.0%   17.8%   23.3%   25.3%   30.1%   22.9%   11.2%   11.7%   77.1%   51.7%   25.4%

DIVORCED                 45-5    43.2      .6     9.9     9.5     9.6    13.7     5.1     2.4     2.8    38.1    23.4    14.7
                                 4.0%    1.9%    5.8%    3.7%    2.5%    5.9%    1.6%    1.4%    1.9%    5.1%    4.8%    5.8%
                               100.0%    1.2%   23.0%   22.0%   22.1%   31.6%   11.8%    5.5%    6.4%   88.2%   54.1%   34.1%

REFUSED                  45-0     2.9      .3       -       -      .9     1.6     2.9      .3     2.6       -       -       -
                                  .3%    1.1%                      .2%     .7%     .9%     .2%    1.8%
                               100.0%   10.7%                    32.6%   56.7%  100.0%   10.7%   89.3%

NOT STATED               45-R      .2       -       -       -       -      .2      .1       -      .1      .1       -      .1
                                    *                                      .1%      *               *       *              .1%
                               100.0%                                   100.0%   33.3%           33.3%   66.7%           66.7%

BASE: SKI DAYS (000'S)         1067.5    28.9   171.0   256.2   381.2   230.3   315.8   174.6   141.2   745.1   490.0   255.1
      ON LAST TRIP              99.9%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%  100.1%   99.9%  100.0%  100.0%  100.1%
                               100.0%    2.7%   16.0%   24.0%   35.7%   21.6%   29.6%   16.4%   13.2%   69.8%   45.9%   23.9%
```

MARITAL STATUS

QUESTION D

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| SINGLE | 45-1 | 491.4<br>63.3%<br>100.0% | 89.5<br>68.4%<br>18.2% | 401.9<br>62.2%<br>81.8% | 355.7<br>60.1%<br>72.4% | 74.9<br>59.8%<br>15.2% | 105.7<br>79.9%<br>21.5% | 6.4<br>68.7%<br>1.3% | 188.8<br>56.3%<br>38.4% | 84.7<br>69.3%<br>17.2% | 30.8<br>71.1%<br>6.3% | 201.0<br>63.7%<br>40.9% | 244.6<br>63.3%<br>49.8% | 44.2<br>60.4%<br>9.0% |
| MARRIED | 45-2 | 230.8<br>29.7%<br>100.0% | 32.8<br>25.1%<br>14.2% | 197.9<br>30.7%<br>85.8% | 199.4<br>33.7%<br>86.4% | 40.7<br>32.5%<br>17.6% | 15.6<br>11.8%<br>6.8% | 2.0<br>21.3%<br>.9% | 127.7<br>38.1%<br>55.4% | 22.4<br>18.4%<br>9.7% | 7.2<br>16.6%<br>3.1% | 99.3<br>31.5%<br>43.0% | 113.4<br>29.4%<br>49.1% | 18.0<br>24.7%<br>7.8% |
| WIDOWED | 45-3 | 2.1<br>.3%<br>100.0% | - | 2.1<br>.3%<br>100.0% | 1.6<br>.3%<br>73.6% | .7<br>.5%<br>30.9% | .6<br>.4%<br>26.4% | - | .6<br>.2%<br>26.4% | .1<br>.1%<br>4.5% | - | 1.6<br>.5%<br>73.6% | .6<br>.1%<br>26.4% | - |
| SEPARATED | 45-4 | 23.2<br>3.0%<br>100.0% | 4.3<br>3.3%<br>18.3% | 19.0<br>2.9%<br>81.7% | 16.4<br>2.8%<br>70.4% | 2.9<br>2.3%<br>12.3% | 5.0<br>3.8%<br>21.6% | - | 10.2<br>3.0%<br>43.7% | 6.7<br>5.5%<br>29.0% | .1<br>.2%<br>.4% | 6.8<br>2.1%<br>29.1% | 8.1<br>2.1%<br>34.9% | 8.4<br>11.5%<br>36.2% |
| DIVORCED | 45-5 | 26.3<br>3.4%<br>100.0% | 4.3<br>3.3%<br>16.3% | 22.0<br>3.4%<br>83.7% | 15.9<br>2.7%<br>60.4% | 6.0<br>4.8%<br>22.9% | 5.3<br>4.0%<br>20.3% | .9<br>10.0%<br>3.5% | 8.0<br>2.4%<br>30.5% | 8.0<br>6.5%<br>30.3% | 5.2<br>12.1%<br>19.9% | 7.0<br>2.2%<br>26.6% | 17.7<br>4.6%<br>67.4% | 1.6<br>2.2%<br>6.1% |
| REFUSED | 45-0 | 2.6<br>.3%<br>100.0% | - | 2.6<br>.4%<br>100.0% | 2.6<br>.4%<br>100.0% | - | - | - | - | - | - | - | 1.6<br>.4%<br>63.5% | .9<br>1.3%<br>36.5% |
| NOT STATED | 45-R | .2<br>*<br>100.0% | - | .2<br>*<br>100.0% | .1<br>*<br>66.7% | .1<br>.1%<br>33.3% | - | - | - | .2<br>.2%<br>100.0% | - | - | .2<br>.1%<br>100.0% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>100.0%<br>100.0% | 130.9<br>100.1%<br>16.9% | 645.9<br>99.9%<br>83.1% | 591.7<br>100.0%<br>76.2% | 125.2<br>100.0%<br>16.1% | 132.2<br>99.9%<br>17.0% | 9.3<br>100.0%<br>1.2% | 335.2<br>100.0%<br>43.2% | 122.1<br>100.0%<br>15.7% | 43.3<br>100.0%<br>5.6% | 315.6<br>100.0%<br>40.6% | 386.2<br>100.0%<br>49.7% | 73.2<br>100.1%<br>9.4% |

MARITAL STATUS QUESTION D

TRAVEL BEHAVIOUR(NON-RESIDENTS)

| | | | PURPOSE | | | | EXPERIENCE | |
|---|---|---|---|---|---|---|---|---|
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| SINGLE | 45-1 | 114.6<br>62.0%<br>100.0% | 74.6<br>60.7%<br>65.1% | 24.4<br>66.9%<br>21.3% | 15.3<br>61.0%<br>13.4% | 59.0<br>66.5%<br>51.5% | 55.6<br>57.9%<br>48.5% |
| MARRIED | 45-2 | 59.0<br>31.9%<br>100.0% | 40.8<br>33.2%<br>69.2% | 9.0<br>24.8%<br>15.3% | 9.1<br>36.3%<br>15.4% | 24.7<br>27.8%<br>41.9% | 34.2<br>35.6%<br>58.0% |
| WIDOWED | 45-3 | .7<br>.4%<br>100.0% | .7<br>.5%<br>100.0% | - | - | .6<br>.6%<br>85.5% | .1<br>.1%<br>14.5% |
| SEPARATED | 45-4 | 3.1<br>1.7%<br>100.0% | 2.1<br>1.7%<br>68.4% | .8<br>2.3%<br>26.6% | .2<br>.6%<br>5.1% | .7<br>.8%<br>23.2% | 2.4<br>2.5%<br>76.8% |
| DIVORCED | 45-5 | 7.2<br>3.9%<br>100.0% | 4.5<br>3.7%<br>62.4% | 2.2<br>6.0%<br>30.4% | .5<br>2.1%<br>7.2% | 3.8<br>4.2%<br>52.0% | 3.5<br>3.6%<br>48.0% |
| NOT STATED | 45-R | .2<br>.1%<br>100.0% | .2<br>.2%<br>100.0% | - | - | - | .2<br>.2%<br>100.0% |
| BASE: SKI DAYS (000'S) | | 184.8<br>100.0%<br>100.0% | 122.9<br>100.0%<br>66.5% | 36.4<br>100.0%<br>19.7% | 25.1<br>100.0%<br>13.6% | 88.7<br>99.9%<br>48.0% | 96.0<br>99.9%<br>51.9% |

MARITAL STATUS

QUESTION D

|  |  | SKIER PROFILE |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | SKILL |  |  |  | AGE |  |  |  |  |  |  |  |  |
|  |  | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| SINGLE | 45-1 | 1132.0 | 102.1 | 510.1 | 419.1 | 99.7 | 499.8 | 446.2 | 128.6 | 37.2 | 5.8 | 12.4 | .1 | .4 | .1 |
|  |  | 64.2% | 58.2% | 61.9% | 68.4% | 66.2% | 100.0% | 88.0% | 42.6% | 24.8% | 4.1% | 14.4% | .4% | 1.4% | .4% |
|  |  | 100.0% | 9.0% | 45.1% | 37.0% | 8.8% | 44.2% | 39.4% | 11.4% | 3.3% | .5% | 1.1% | * | * | * |
| MARRIED | 45-2 | 506.0 | 62.1 | 260.5 | 134.0 | 49.4 | - | 56.1 | 143.3 | 80.4 | 110.0 | 51.2 | 15.4 | 23.6 | 25.7 |
|  |  | 28.7% | 35.4% | 31.6% | 21.9% | 32.8% |  | 11.1% | 47.4% | 53.5% | 76.9% | 59.5% | 76.0% | 87.2% | 99.1% |
|  |  | 100.0% | 12.3% | 51.5% | 26.5% | 9.8% |  | 11.1% | 28.3% | 15.9% | 21.7% | 10.1% | 3.0% | 4.7% | 5.1% |
| WIDOWED | 45-3 | 5.1 | - | 4.5 | - | .6 | - | - | 4.4 | - | - | - | - | .7 | - |
|  |  | .3% |  | .5% |  | .4% |  |  | 1.5% |  |  |  |  | 2.4% |  |
|  |  | 100.0% |  | 88.9% |  | 11.1% |  |  | 87.1% |  |  |  |  | 12.9% |  |
| SEPARATED | 45-4 | 41.9 | 2.6 | 22.2 | 16.4 | .7 | - | * | 2.3 | 24.6 | 10.7 | 2.2 | 1.6 | .1 | - |
|  |  | 2.4% | 1.5% | 2.7% | 2.7% | .5% |  | * | .8% | 16.4% | 7.5% | 2.5% | 7.9% | .4% |  |
|  |  | 100.0% | 6.2% | 53.0% | 39.1% | 1.7% |  | .1% | 5.5% | 58.6% | 25.4% | 5.2% | 3.8% | .2% |  |
| DIVORCED | 45-5 | 74.3 | 8.8 | 22.6 | 42.8 | .1 | - | 4.3 | 23.3 | 8.2 | 14.2 | 18.6 | 3.2 | 2.3 | - |
|  |  | 4.2% | 5.0% | 2.7% | 7.0% | .1% |  | .9% | 7.7% | 5.4% | 9.9% | 21.6% | 15.7% | 8.5% |  |
|  |  | 100.0% | 11.8% | 30.4% | 57.6% | .2% |  | 5.8% | 31.4% | 11.0% | 19.2% | 25.0% | 4.3% | 3.1% |  |
| REFUSED | 45-0 | 4.2 | - | 4.2 | - | - | - | .3 | - | - | 2.3 | 1.6 | - | - | - |
|  |  | .2% |  | .5% |  |  |  | .1% |  |  | 1.6% | 1.9% |  |  |  |
|  |  | 100.0% |  | 100.0% |  |  |  | 7.3% |  |  | 53.8% | 38.9% |  |  |  |
| NOT STATED | 45-R | .2 | - | .1 | .1 | - | - | - | .1 | - | - | - | - | - | .1 |
|  |  | * |  | * | * |  |  |  | * |  |  |  |  |  | .5% |
|  |  | 100.0% |  | 66.7% | 33.3% |  |  |  | 33.3% |  |  |  |  |  | 66.7% |
| BASE: SKI DAYS (000'S) |  | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
|  |  | 100.0% | 100.1% | 99.9% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 99.9% | 100.0% |
|  |  | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

MARITAL STATUS

QUESTION D

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| SINGLE | 45-1 | 1132.0 | 1017.4 | 490.4 | 392.4 | 94.3 | 27.3 | 1.6 | 11.0 | 775.3 | 356.7 | 109.3 | 173.5 | 129.7 | 602.2 |
| | | 64.2% | 64.4% | 100.0% | 87.6% | 37.1% | 21.5% | 1.2% | 8.5% | 70.0% | 54.3% | 36.5% | 42.2% | 64.6% | 95.9% |
| | | 100.0% | 89.9% | 43.3% | 34.7% | 8.3% | 2.4% | .1% | 1.0% | 68.5% | 31.5% | 9.6% | 15.3% | 11.5% | 53.2% |
| MARRIED | 45-2 | 506.0 | 447.0 | - | 51.1 | 131.8 | 69.1 | 100.4 | 94.3 | 276.1 | 229.8 | 134.9 | 204.0 | 47.0 | 19.7 |
| | | 28.7% | 28.3% | | 11.4% | 51.8% | 54.3% | 78.9% | 72.4% | 24.9% | 35.0% | 45.4% | 49.7% | 23.4% | 3.1% |
| | | 100.0% | 88.3% | | 10.1% | 26.0% | 13.7% | 19.8% | 18.6% | 54.6% | 45.4% | 26.7% | 40.3% | 9.3% | 3.9% |
| WIDOWED | 45-3 | 5.1 | 4.4 | - | - | 4.4 | - | - | - | .6 | 4.5 | .7 | - | - | 4.4 |
| | | .3% | .3% | | | 1.7% | | | | .1% | .7% | .2% | | | .7% |
| | | 100.0% | 87.1% | | | 87.1% | | | | 11.1% | 88.9% | 12.9% | | | 87.1% |
| SEPARATED | 45-4 | 41.9 | 38.8 | - | - | 1.3 | 23.9 | 10.4 | 2.7 | 24.3 | 17.7 | 11.7 | 14.2 | 13.4 | * |
| | | 2.4% | 2.5% | | | .5% | 18.8% | 8.2% | 2.1% | 2.2% | 2.7% | 3.9% | 3.5% | 6.7% | * |
| | | 100.0% | 92.6% | | | 3.1% | 57.0% | 24.8% | 6.5% | 57.9% | 42.1% | 27.9% | 33.8% | 31.9% | * |
| DIVORCED | 45-5 | 74.3 | 67.0 | - | 4.3 | 22.5 | 7.1 | 12.7 | 20.5 | 28.1 | 46.2 | 41.4 | 19.1 | 10.6 | 1.9 |
| | | 4.2% | 4.2% | | 1.0% | 8.8% | 5.5% | 9.9% | 15.8% | 2.5% | 7.0% | 13.9% | 4.7% | 5.3% | .3% |
| | | 100.0% | 90.3% | | 5.9% | 30.3% | 9.5% | 17.0% | 27.6% | 37.8% | 62.2% | 55.7% | 25.7% | 14.2% | 2.6% |
| REFUSED | 45-0 | 4.2 | 4.2 | - | .3 | - | - | 2.3 | 1.6 | 2.6 | 1.6 | - | - | - | - |
| | | .2% | .3% | | .1% | | | 1.8% | 1.3% | .2% | .3% | | | | |
| | | 100.0% | 100.0% | | 7.3% | | | 53.8% | 38.9% | 61.1% | 38.9% | | | | |
| NOT STATED | 45-R | .2 | - | - | - | - | - | - | - | .2 | - | - | - | - | - |
| | | * | | | | | | | | * | | | | | |
| | | 100.0% | | | | | | | | 100.0% | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 100.0% | 100.0% | 100.0% | 100.1% | 99.9% | 100.1% | 100.0% | 100.1% | 99.9% | 100.0% | 99.9% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

MARITAL STATUS QUESTION D

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| SINGLE | 45-1 | 1132.0<br>64.2%<br>100.0% | 106.5<br>75.0%<br>9.4% | 237.9<br>53.8%<br>21.0% | 45.1<br>24.7%<br>4.0% | 329.3<br>65.7%<br>29.1% | 264.9<br>91.5%<br>23.4% | 87.5<br>88.2%<br>7.7% | 2.4<br>6.7%<br>.2% | .7<br>16.1%<br>.1% | 1.4<br>28.7%<br>.1% |
| MARRIED | 45-2 | 506.0<br>28.7%<br>100.0% | .9<br>.7%<br>.2% | 169.5<br>38.4%<br>33.5% | 126.5<br>69.3%<br>25.0% | 134.0<br>26.7%<br>26.5% | 21.4<br>7.4%<br>4.2% | 11.7<br>11.8%<br>2.3% | 32.8<br>92.3%<br>6.5% | 3.6<br>83.9%<br>.7% | .6<br>11.4%<br>.1% |
| WIDOWED | 45-3 | 5.1<br>.3%<br>100.0% | 4.4<br>3.1%<br>87.1% | - | - | - | - | - | - | - | .7<br>13.6%<br>12.9% |
| SEPARATED | 45-4 | 41.9<br>2.4%<br>100.0% | 10.5<br>7.4%<br>24.9% | 11.8<br>2.7%<br>28.0% | 3.1<br>1.7%<br>7.5% | 14.9<br>3.0%<br>35.5% | .6<br>.2%<br>1.5% | - | - | - | 1.1<br>21.7%<br>2.5% |
| DIVORCED | 45-5 | 74.3<br>4.2%<br>100.0% | 17.3<br>12.2%<br>23.3% | 21.0<br>4.8%<br>28.3% | 7.8<br>4.3%<br>10.5% | 22.8<br>4.6%<br>30.7% | 2.5<br>.9%<br>3.4% | *<br>*<br>* | .4<br>1.0%<br>.5% | - | 1.2<br>24.5%<br>1.6% |
| REFUSED | 45-0 | 4.2<br>.2%<br>100.0% | 2.3<br>1.6%<br>53.8% | 1.6<br>.4%<br>38.9% | - | - | - | - | - | - | - |
| NOT STATED | 45-R | .2<br>*<br>100.0% | - | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.1%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>99.9%<br>.3% |

```
                              OCCUPATION OF RESPONDENT
                                   #================================SKIER ORIGIN================================#
                                             *..............................RESIDENTS..............................*
                                              *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                                OTHER     REGI-     HINT-
                                  GRAND               CAL.&     CAL.      EDM.&     EDM. &    MAJOR      ONAL    ERLAND
                                  TOTAL     TOTAL     REG.      METRO      OMC      REGION    CENTRE     MRKT.     MRKT.

PROFESSIONAL              77-1    268.5     224.2     105.2      87.2      94.6      79.0      15.6      15.4       9.0
                                   15.2%     14.2%     15.5%     14.2%     15.7%     16.5%     12.5%      7.3%     10.4%
                                  100.0%     83.5%     39.2%     32.5%     35.2%     29.4%      5.8%      5.7%      3.4%

BUSINESS EXECUTIVE        77-2    132.5     108.2      34.3      30.0      45.0      35.4       9.5      23.2       5.7
                                    7.5%      6.9%      5.0%      4.9%      7.5%      7.4%      7.6%     11.0%      6.6%
                                  100.0%     81.6%     25.9%     22.6%     33.9%     26.7%      7.2%     17.5%      4.3%

SALESPERSON               77-3     89.7      80.5      53.6      45.1      22.6      12.9       9.7       4.3        -
                                    5.1%      5.1%      7.9%      7.4%      3.8%      2.7%      7.8%      2.1%
                                  100.0%     89.8%     59.7%     50.3%     25.2%     14.4%     10.8%      4.8%

CLERICAL WORKER           77-4    146.7     131.5      38.1      36.3      80.4      50.4      30.0       9.5       3.6
                                    8.3%      8.3%      5.6%      5.9%     13.3%     10.6%     24.1%      4.5%      4.1%
                                  100.0%     89.7%     26.0%     24.8%     54.8%     34.4%     20.4%      6.4%      2.4%

SKILLED LABOURER          77-5    281.0     246.5     105.2      95.4      98.2      75.0      23.2      15.6      27.6
                                   15.9%     15.6%     15.5%     15.5%     16.3%     15.7%     18.6%      7.4%     31.8%
                                  100.0%     87.7%     37.4%     33.9%     34.9%     26.7%      9.2%      5.6%      9.8%

UNSKILLED LABOURER        77-6     73.6      65.1      32.5      29.5      20.5       8.9      11.7      10.8       1.4
                                    4.2%      4.1%      4.8%      4.8%      3.4%      1.9%      9.4%      5.1%      1.6%
                                  100.0%     88.5%     44.2%     40.0%     27.9%     12.0%     15.8%     14.6%      1.9%

FARMER                    77-7     44.7      40.0      11.6      10.5       5.5        -        5.5      19.5       3.3
                                    2.5%      2.5%      1.7%      1.7%       .9%                4.4%      9.2%      3.8%
                                  100.0%     99.5%     26.1%     23.6%     12.4%               12.4%     43.6%      7.4%

HOMEMAKER                 77-8     45.9      40.6      21.3      14.3       2.6       2.6        -        9.0       7.7
                                    2.6%      2.6%      3.1%      2.3%       .4%       .5%                4.3%      9.9%
                                  100.0%     88.5%     46.4%     31.1%      5.6%      5.6%               19.7%     16.8%

PENSIONED AND RETIRED     77-9      1.0        -         -         -         -         -         -         -         -
                                     .1%
                                  100.0%

UNEMPLOYED                77-0     27.5      24.6      12.2      12.2       9.7       9.7        -        2.7        -
                                    1.6%      1.6%      1.8%      2.0%      1.6%      2.0%                1.3%
                                  100.0%     89.4%     44.4%     44.4%     35.1%     35.1%                9.8%

STUDENT                   77-X    628.3     600.0     255.5     243.0     216.0     196.8      19.1     100.3      28.3
                                   35.6%     38.0%     37.6%     39.6%     35.9%     41.2%     15.4%     47.5%     32.6%
                                  100.0%     95.5%     40.7%     38.7%     34.4%     31.3%      3.0%     16.0%      4.5%

        CONTINUED
```

## OCCUPATION OF RESPONDENT

|  |  | SKIER ORIGIN |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  | ALBERTA |  |  |  |  |  |  |  |
|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| ARMED FORCES | 77-R | 8.2 | 5.8 | 5.4 | 5.4 | - | - | - | .4 | - |
|  |  | .5% | .4% | .8% | .9% |  |  |  | .2% |  |
|  |  | 100.0% | 70.5% | 65.6% | 65.6% |  |  |  | 5.0% |  |
| NOT STATED/REFUSED | 78-R | 16.1 | 11.7 | 4.3 | 4.3 | 7.1 | 6.8 | .3 | .2 | - |
|  |  | .9% | .7% | .6% | .7% | 1.2% | 1.4% | .2% | .1% |  |
|  |  | 100.0% | 72.5% | 26.9% | 26.9% | 44.4% | 42.4% | 1.9% | 1.3% |  |
| BASE: SKI DAYS (000'S) |  | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
|  |  | 100.0% | 100.0% | 99.9% | 99.9% | 100.0% | 99.9% | 100.0% | 100.0% | 99.8% |
|  |  | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

## LEVEL OF EDUCATION

|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
|---|---|---|---|---|---|---|---|---|---|---|
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4 | 235.3 | 108.8 | 98.5 | 87.6 | 77.7 | 9.9 | 32.2 | 6.7 |
|  |  | 13.5% | 14.9% | 16.0% | 16.1% | 14.6% | 16.3% | 8.0% | 15.3% | 7.7% |
|  |  | 100.0% | 98.7% | 45.6% | 41.3% | 36.7% | 32.6% | 4.2% | 13.5% | 2.8% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8 | 779.1 | 284.4 | 247.4 | 303.6 | 217.8 | 85.9 | 131.7 | 59.4 |
|  |  | 47.3% | 49.3% | 41.9% | 40.3% | 50.4% | 45.6% | 68.9% | 62.4% | 68.6% |
|  |  | 100.0% | 93.4% | 34.1% | 29.7% | 36.4% | 26.1% | 10.3% | 15.8% | 7.1% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3 | 253.7 | 132.2 | 127.4 | 84.4 | 73.9 | 10.5 | 28.0 | 9.1 |
|  |  | 16.7% | 16.1% | 19.5% | 20.8% | 14.0% | 15.5% | 8.5% | 13.3% | 10.5% |
|  |  | 100.0% | 86.2% | 44.9% | 43.3% | 28.7% | 25.1% | 3.6% | 9.5% | 3.1% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5 | 259.0 | 127.0 | 113.2 | 103.7 | 86.4 | 17.4 | 16.8 | 11.4 |
|  |  | 17.9% | 16.4% | 18.7% | 18.5% | 17.2% | 18.1% | 13.9% | 7.9% | 13.2% |
|  |  | 100.0% | 82.1% | 40.3% | 35.9% | 32.9% | 27.4% | 5.5% | 5.3% | 3.6% |
| POST GRADUATE | 44-5 | 73.6 | 47.0 | 23.6 | 23.6 | 21.2 | 21.2 | - | 2.2 | - |
|  |  | 4.2% | 3.0% | 3.5% | 3.8% | 3.5% | 4.4% |  | 1.1% |  |
|  |  | 100.0% | 63.9% | 32.1% | 32.1% | 28.8% | 28.8% |  | 3.0% |  |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | - | - | - | - | - | - | - | - |
|  |  | .2% |  |  |  |  |  |  |  |  |
|  |  | 100.0% |  |  |  |  |  |  |  |  |
| REFUSED | 44-0 | 2.0 | 2.0 | 1.6 | 1.6 | .3 | - | .3 | - | - |
|  |  | .1% | .1% | .2% | .3% | .1% |  | .2% |  |  |
|  |  | 100.0% | 100.0% | 84.2% | 84.2% | 15.8% |  | 15.8% |  |  |
| NOT STATED | 44-R | 3.3 | 2.9 | 1.6 | 1.6 | 1.2 | .6 | .6 | - | - |
|  |  | .2% | .2% | .2% | .3% | .2% | .1% | .5% |  |  |
|  |  | 100.0% | 86.6% | 49.3% | 49.3% | 37.3% | 18.4% | 18.9% |  |  |
| BASE: SKI DAYS (000'S) |  | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
|  |  | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
|  |  | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

```
                          OCCUPATION OF RESPONDENT
                                #============================================SKIER ORIGIN (CONT'D)=============================================#
                                                *.....................CANADA......................**.......UNITED STATES.......**OTHER*
                                           TOTAL
                                            NON-                                                       ALL
                                   GRAND   RESI-   TOTAL                                             OTHER   TOTAL   CALI-           OTHER   OTHER
                                   TOTAL    DENT  CANADA    B.C.    SASK     MAN     ONT     CUE  CANADA    U.S.  FORNIA   TEXAS    U.S. FOREIGN

PROFESSIONAL              77-1     268.5    44.2    29.6     4.7     6.5     5.3     9.8     2.1     1.2    11.8     2.9     2.8     6.2     2.8
                                   15.2%   23.9%   23.6%   23.0%   24.7%   29.9%   22.4%   17.5%   23.0%   30.0%   35.7%   28.3%   28.6%   14.0%
                                  100.0%   16.5%   11.0%    1.8%    2.4%    2.0%    3.7%     .8%     .4%    4.4%    1.1%    1.0%    2.3%    1.0%

BUSINESS EXECUTIVE        77-2     132.5    24.4    15.0     1.8     1.7     1.7     7.5     2.3       -     6.4     2.0     1.6     2.7     2.9
                                    7.5%   13.2%   12.0%    8.8%    6.6%    9.7%   17.1%   19.1%           16.2%   25.2%   16.8%   12.7%   14.7%
                                  100.0%   18.4%   11.4%    1.4%    1.3%    1.3%    5.7%    1.7%            4.8%    1.5%    1.2%    2.1%    2.2%

SALESPERSON               77-3      89.7     9.2     5.3     1.0      .8     1.0     2.3      .2       -     2.8      .7     1.2      .9     1.0
                                    5.1%    5.0%    4.2%    5.0%    3.1%    5.5%    5.3%    1.4%            7.1%    8.9%   11.9%    4.3%    5.3%
                                  100.0%   10.2%    5.9%    1.1%     .9%    1.1%    2.6%     .2%            3.1%     .8%    1.3%    1.0%    1.2%

CLERICAL WORKER           77-4     146.7    15.2    11.5     1.5     2.0      .9     3.9     2.0     1.2     3.3      .3     1.5     1.6      .3
                                    8.3%    8.2%    9.2%    7.4%    7.6%    5.1%    8.9%   16.7%   23.2%    8.4%    3.5%   15.1%    7.2%    1.6%
                                  100.0%   10.3%    7.9%    1.0%    1.4%     .6%    2.7%    1.4%     .8%    2.3%     .2%    1.0%    1.1%     .2%

SKILLED LABOURER          77-5     281.0    34.5    21.6     3.7     5.5     2.1     7.3     2.0     1.0     6.1     1.1      .5     4.5     6.8
                                   15.9%   18.7%   17.2%   18.1%   20.8%   11.8%   16.7%   16.6%   20.3%   15.4%   14.0%    5.0%   20.6%   34.3%
                                  100.0%   12.3%    7.7%    1.3%    2.0%     .7%    2.6%     .7%     .4%    2.2%     .4%     .2%    1.6%    2.4%

UNSKILLED LABOURER        77-6      73.6     8.4     7.0     2.7      .2      .7     3.1      .1      .2      .8      .3       -      .5      .6
                                    4.2%    4.6%    5.6%   13.0%     .8%    4.2%    7.0%    1.0%    4.6%    1.3%    3.4%            2.3%    3.2%
                                  100.0%   11.5%    9.6%    3.6%     .3%    1.0%    4.2%     .2%     .3%    1.0%     .4%             .7%     .9%

FARMER                    77-7      44.7     4.7     3.9      .1     2.6      .7      .4       *       -       -       -       -       -      .8
                                    2.5%    2.5%    3.1%     .5%    9.9%    3.9%    1.0%     .1%                                            4.1%
                                  100.0%   10.5%    8.7%     .3%    5.8%    1.6%    1.0%       *                                            1.8%

HOMEMAKER                 77-8      45.9     5.3     2.1      .2      .9       *      .3      .2      .4     2.1      .3     1.4      .4     1.0
                                    2.6%    2.9%    1.7%     .9%    3.6%     .2%     .7%    1.8%    8.7%    5.4%    4.2%   14.1%    1.9%    5.1%
                                  100.0%   11.5%    4.7%     .4%    2.1%     .1%     .7%     .5%    1.0%    4.6%     .7%    3.0%     .9%    2.2%

PENSIONED AND RETIRED     77-9       1.0     1.0      .5       *       -      .1      .1      .3       -      .4      .1       -      .3       -
                                     .1%     .5%     .4%       *              .6%     .3%    2.3%            1.1%    1.7%            1.4%
                                  100.0%  100.0%   54.5%     .4%            10.3%   14.9%   29.0%           45.5%   14.1%           31.4%

UNEMPLOYED                77-0      27.5     2.9     2.8      .8      .1      .3      .4     1.2       -      .2      .1       -      .1       -
                                    1.6%    1.6%    2.2%    3.9%     .5%    1.6%     .8%    3.9%             .4%     .9%             .4%
                                  100.0%   10.6%   10.0%    2.9%     .4%    1.0%    1.3%    4.4%             .6%     .3%             .3%

STUDENT                   77-X     628.3    28.3    23.0     3.7     4.8     4.4     8.0     1.3      .7     3.9      .1      .9     2.9     1.4
                                   35.6%   15.3%   18.3%   18.2%   18.3%   24.8%   18.3%   10.9%   13.3%    9.8%    1.6%    8.9%   13.2%    7.3%
                                  100.0%    4.5%    3.7%     .6%     .8%     .7%    1.3%     .2%     .1%     .6%       *     .1%     .5%     .2%

     CONTINUED
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OCCUPATION OF RESPONDENT

| | | SKIER ORIGIN (CONT'D) | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
| | | GRAND TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| ARMED FORCES | 77-R | 8.2 | 2.4 | .4 | .1 | - | * | .2 | - | .1 | - | - | - | - | 2.0 |
| | | .5% | 1.3% | .3% | .5% | | .2% | .4% | | 2.7% | | | | | 10.1% |
| | | 100.0% | 29.5% | 5.2% | 1.2% | | .4% | 2.0% | | 1.7% | | | | | 24.2% |
| NOT STATED/REFUSED | 78-R | 16.1 | 4.4 | 2.7 | .2 | 1.1 | .4 | .4 | .3 | .2 | 1.7 | .1 | - | 1.6 | .1 |
| | | .9% | 2.4% | 2.1% | .7% | 4.2% | 2.5% | 1.0% | 2.6% | 4.1% | 4.3% | .8% | | 7.4% | .6% |
| | | 100.0% | 27.5% | 16.6% | 1.0% | 6.8% | 2.8% | 2.8% | 2.0% | 1.3% | 10.4% | .4% | | 10.0% | .5% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.0% | 100.1% | 99.9% | 100.0% | 100.1% | 100.0% | 99.9% | 99.9% | 99.9% | 100.0% | 99.9% | 100.1% | 100.0% | 100.1% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |
| LEVEL OF EDUCATION | | | | | | | | | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4 | 3.2 | 1.6 | .3 | 1.0 | .3 | .1 | - | * | 1.5 | .2 | - | 1.4 | * |
| | | 13.5% | 1.7% | 1.3% | 1.3% | 3.9% | 1.5% | .2% | | .2% | 3.8% | 1.9% | | 6.2% | * |
| | | 100.0% | 1.3% | .7% | .1% | .4% | .1% | * | | * | .6% | .1% | | .6% | * |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8 | 54.7 | 42.0 | 6.7 | 9.9 | 6.3 | 15.8 | 2.1 | 1.2 | 4.3 | 1.1 | 1.3 | 1.9 | 8.4 |
| | | 47.3% | 29.6% | 33.4% | 32.9% | 37.4% | 35.5% | 36.1% | 17.1% | 23.4% | 11.0% | 14.2% | 13.2% | 8.8% | 42.8% |
| | | 100.0% | 6.6% | 5.0% | .8% | 1.2% | .8% | 1.9% | .2% | .1% | .5% | .1% | .2% | .2% | 1.0% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3 | 40.6 | 26.2 | 5.8 | 6.6 | 3.4 | 6.1 | 2.8 | 1.4 | 12.0 | 1.4 | 2.5 | 8.1 | 2.4 |
| | | 16.7% | 22.0% | 20.9% | 28.3% | 25.1% | 19.3% | 13.9% | 23.5% | 28.6% | 30.3% | 17.1% | 25.7% | 37.2% | 12.4% |
| | | 100.0% | 13.8% | 8.9% | 2.0% | 2.3% | 1.2% | 2.1% | 1.0% | .5% | 4.1% | .5% | .9% | 2.7% | .8% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5 | 56.5 | 35.7 | 4.1 | 5.5 | 4.6 | 14.9 | 5.2 | 1.4 | 13.8 | 2.7 | 4.4 | 6.7 | 7.1 |
| | | 17.9% | 30.6% | 28.4% | 19.9% | 20.8% | 26.1% | 33.9% | 43.0% | 28.0% | 34.9% | 33.5% | 44.7% | 31.0% | 35.8% |
| | | 100.0% | 17.9% | 11.3% | 1.3% | 1.7% | 1.5% | 4.7% | 1.6% | .4% | 4.4% | .9% | 1.4% | 2.1% | 2.2% |
| POST GRADUATE | 44-5 | 73.6 | 26.6 | 17.1 | 3.2 | 1.8 | 2.8 | 6.6 | 2.0 | .7 | 7.7 | 2.7 | 1.6 | 3.4 | 1.8 |
| | | 4.2% | 14.4% | 13.6% | 15.8% | 6.9% | 15.6% | 15.0% | 16.4% | 14.6% | 19.4% | 33.3% | 16.4% | 15.7% | 9.0% |
| | | 100.0% | 36.1% | 23.3% | 4.4% | 2.5% | 3.7% | 9.0% | 2.7% | 1.0% | 10.4% | 3.6% | 2.2% | 4.6% | 2.4% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | 2.8 | 2.8 | .4 | 1.6 | .3 | .4 | - | .1 | - | - | - | - | - |
| | | .2% | 1.5% | 2.2% | 1.9% | 6.0% | 1.9% | .9% | | 1.2% | | | | | |
| | | 100.0% | 100.0% | 100.0% | 14.1% | 57.1% | 12.3% | 14.3% | | 2.2% | | | | | |
| REFUSED | 44-0 | 2.0 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | .1% | | | | | | | | | | | | | |
| | | 100.0% | | | | | | | | | | | | | |
| NOT STATED | 44-R | 3.3 | .4 | .2 | - | - | - | - | - | .2 | .2 | - | - | .2 | - |
| | | .2% | .2% | .2% | | | | | | 4.1% | .6% | | | 1.1% | |
| | | 100.0% | 13.4% | 6.3% | | | | | | 6.3% | 7.1% | | | 7.1% | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.1% | 100.0% | 100.0% | 100.1% | 100.1% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

OCCUPATION OF RESPONDENT

| | | ALBERTA DESTINATIONS | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | | | |
| | | | | | | TOTALS | | | BANFF/L.LOUISE | | | SUNSHINE | | | SKIING LOUISE | | |
| | | GRAND TOTAL | TOTAL ALTA | RESI- DENT | NON- RES. | TOTAL RMS | RESI- DENT | NON- RES. | TOTAL | RESI- DENT | NON- RES. | TOTAL | RESI- DENT | NON- RES. | TOTAL | RESI- DENT | NON- RES. |
| PROFESSIONAL | 77-1 | 268.5 | 185.2 | 141.0 | 44.2 | 159.5 | 115.3 | 44.2 | 136.8 | 95.9 | 40.9 | 58.7 | 36.3 | 22.4 | 69.8 | 52.3 | 17.4 |
| | | 15.2% | 14.2% | 12.6% | 23.9% | 18.1% | 16.6% | 23.9% | 20.6% | 19.4% | 24.1% | 16.6% | 13.7% | 25.1% | 25.2% | 26.0% | 23.1% |
| | | 100.0% | 69.0% | 52.5% | 16.5% | 59.4% | 42.9% | 16.5% | 50.9% | 35.7% | 15.2% | 21.9% | 13.5% | 8.4% | 26.0% | 19.5% | 6.5% |
| BUSINESS EXECUTIVE | 77-2 | 132.5 | 89.6 | 65.2 | 24.4 | 70.6 | 46.3 | 24.4 | 60.5 | 37.8 | 22.7 | 34.6 | 21.7 | 12.9 | 20.0 | 10.8 | 9.2 |
| | | 7.5% | 6.9% | 5.8% | 13.2% | 8.0% | 6.7% | 13.2% | 9.1% | 7.6% | 13.4% | 9.8% | 8.2% | 14.4% | 7.2% | 5.4% | 12.1% |
| | | 100.0% | 67.6% | 49.2% | 18.4% | 53.3% | 34.9% | 18.4% | 45.6% | 28.5% | 17.1% | 26.1% | 16.4% | 9.7% | 15.1% | 8.2% | 6.9% |
| SALESPERSON | 77-3 | 89.7 | 58.7 | 49.5 | 9.2 | 50.3 | 41.1 | 9.2 | 44.5 | 35.7 | 8.8 | 20.1 | 14.6 | 5.5 | 23.2 | 20.1 | 3.1 |
| | | 5.1% | 4.5% | 4.4% | 5.0% | 5.7% | 5.9% | 5.0% | 6.7% | 7.2% | 5.2% | 5.7% | 5.5% | 6.1% | 8.4% | 10.0% | 4.1% |
| | | 100.0% | 65.4% | 55.2% | 10.2% | 56.0% | 45.8% | 10.2% | 49.7% | 39.8% | 9.8% | 22.4% | 16.3% | 6.1% | 25.9% | 22.4% | 3.5% |
| CLERICAL WORKER | 77-4 | 146.7 | 89.2 | 74.0 | 15.2 | 73.8 | 58.7 | 15.2 | 58.7 | 45.0 | 13.7 | 31.8 | 24.7 | 7.0 | 25.3 | 19.0 | 6.2 |
| | | 8.3% | 6.9% | 6.6% | 8.2% | 8.4% | 8.4% | 8.2% | 8.8% | 9.1% | 8.1% | 9.0% | 9.3% | 7.9% | 9.1% | 9.5% | 8.3% |
| | | 100.0% | 60.8% | 50.4% | 10.3% | 50.3% | 40.0% | 10.3% | 40.0% | 30.6% | 9.3% | 21.7% | 16.9% | 4.8% | 17.2% | 13.0% | 4.3% |
| SKILLED LABOURER | 77-5 | 281.0 | 189.0 | 154.5 | 34.5 | 138.6 | 104.1 | 34.5 | 85.2 | 54.6 | 30.6 | 47.7 | 33.2 | 14.5 | 34.4 | 19.2 | 15.2 |
| | | 15.9% | 14.5% | 13.8% | 18.7% | 15.7% | 15.0% | 18.7% | 12.8% | 11.0% | 18.0% | 13.4% | 12.5% | 16.2% | 12.4% | 9.5% | 20.2% |
| | | 100.0% | 67.3% | 55.0% | 12.3% | 49.3% | 37.0% | 12.3% | 30.3% | 19.4% | 10.9% | 17.0% | 11.8% | 5.1% | 12.2% | 6.8% | 5.4% |
| UNSKILLED LABOURER | 77-6 | 73.6 | 63.4 | 54.9 | 8.4 | 46.9 | 38.4 | 8.4 | 33.0 | 24.8 | 8.2 | 20.8 | 17.2 | 3.6 | 12.0 | 7.6 | 4.4 |
| | | 4.2% | 4.9% | 4.9% | 4.6% | 5.3% | 5.5% | 4.6% | 5.0% | 5.0% | 4.9% | 5.9% | 6.5% | 4.0% | 4.3% | 3.8% | 5.8% |
| | | 100.0% | 86.2% | 74.7% | 11.5% | 63.7% | 52.2% | 11.5% | 44.9% | 33.7% | 11.2% | 28.2% | 23.4% | 4.9% | 16.3% | 10.3% | 5.9% |
| FARMER | 77-7 | 44.7 | 26.0 | 21.3 | 4.7 | 18.2 | 13.5 | 4.7 | 17.6 | 13.5 | 4.1 | 12.4 | 9.5 | 2.8 | 4.4 | 3.2 | 1.3 |
| | | 2.5% | 2.0% | 1.9% | 2.5% | 2.1% | 1.9% | 2.5% | 2.7% | 2.7% | 2.4% | 3.5% | 3.6% | 3.2% | 1.6% | 1.6% | 1.7% |
| | | 100.0% | 58.2% | 47.7% | 10.5% | 40.7% | 30.2% | 10.5% | 39.4% | 30.2% | 9.2% | 27.6% | 21.3% | 6.4% | 9.8% | 7.1% | 2.8% |
| HOMEMAKER | 77-8 | 45.9 | 25.8 | 20.5 | 5.3 | 15.6 | 10.3 | 5.3 | 11.8 | 7.3 | 4.5 | 6.8 | 4.6 | 2.2 | 4.7 | 2.7 | 2.0 |
| | | 2.6% | 2.0% | 1.8% | 2.9% | 1.8% | 1.5% | 2.9% | 1.8% | 1.5% | 2.7% | 1.9% | 1.7% | 2.4% | 1.7% | 1.3% | 2.6% |
| | | 100.0% | 56.1% | 44.6% | 11.5% | 34.0% | 22.5% | 11.5% | 25.7% | 15.9% | 9.8% | 14.8% | 10.0% | 4.7% | 10.1% | 5.8% | 4.3% |
| PENSIONED AND RETIRED | 77-9 | 1.0 | 1.0 | - | 1.0 | 1.0 | - | 1.0 | .8 | - | .8 | .1 | - | .1 | .7 | - | .7 |
| | | .1% | .1% | | .5% | .1% | | .5% | .1% | | .5% | * | | .1% | .3% | | 1.0% |
| | | 100.0% | 100.0% | | 100.0% | 100.0% | | 100.0% | 85.6% | | 85.6% | 10.3% | | 10.3% | 75.3% | | 75.3% |
| UNEMPLOYED | 77-0 | 27.5 | 22.8 | 19.9 | 2.9 | 11.6 | 8.7 | 2.9 | 9.4 | 7.0 | 2.4 | 4.3 | 3.7 | .6 | 5.0 | 3.3 | 1.8 |
| | | 1.6% | 1.8% | 1.8% | 1.6% | 1.3% | 1.2% | 1.6% | 1.4% | 1.4% | 1.4% | 1.2% | 1.4% | .5% | 1.8% | 1.6% | 2.4% |
| | | 100.0% | 82.9% | 72.3% | 10.6% | 42.0% | 31.4% | 10.6% | 34.0% | 25.3% | 8.7% | 15.5% | 13.4% | 2.1% | 18.3% | 11.8% | 6.5% |
| STUDENT | 77-X | 628.3 | 526.9 | 498.6 | 28.3 | 270.9 | 242.6 | 28.3 | 184.2 | 158.3 | 25.9 | 99.1 | 86.0 | 13.1 | 73.9 | 61.5 | 12.4 |
| | | 35.6% | 40.5% | 44.6% | 15.3% | 30.8% | 34.9% | 15.3% | 27.7% | 32.0% | 15.3% | 27.9% | 32.4% | 14.6% | 26.7% | 30.6% | 16.4% |
| | | 100.0% | 83.9% | 79.4% | 4.5% | 43.1% | 38.6% | 4.5% | 29.3% | 25.2% | 4.1% | 15.8% | 13.7% | 2.1% | 11.8% | 9.8% | 2.0% |

CONTINUED

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                    OCCUPATION OF RESPONDENT

                                      #==================================ALBERTA DESTINATIONS==================================#
                                      +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                        *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                 GRAND TOTAL RESI-  NON- TOTAL RESI-  NON-       RESI-  NON-       RESI-  NON-       RESI-  NON-
                                 TOTAL  ALTA  DENT  RES.   RMS  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES. TOTAL  DENT  RES.

ARMED FORCES                77-R   8.2   8.2   5.8   2.4   7.8   5.4   2.4   7.8   5.4   2.4   6.7   4.4   2.2   1.1    .9    .2
                                   .5%   .6%   .5%  1.3%   .9%   .8%  1.3%  1.2%  1.1%  1.4%  1.9%  1.7%  2.5%   .4%   .5%   .2%
                                100.0%100.0% 70.5% 29.5% 95.0% 65.6% 29.5% 94.9% 65.6% 29.2% 81.1% 54.0% 27.1% 13.4% 11.5%  1.8%

NOT STATED/REFUSED          78-R  16.1  15.8  11.4   4.4  15.6  11.2   4.4  13.9   9.5   4.4  11.8   9.2   2.6   2.0    .3   1.6
                                   .9%  1.2%  1.0%  2.4%  1.9%  1.6%  2.4%  2.1%  1.9%  2.6%  3.3%  3.5%  2.9%   .7%   .2%  2.2%
                                100.0% 98.1% 70.6% 27.5% 95.9% 69.3% 27.5% 86.5% 59.1% 27.4% 73.4% 57.1% 16.3% 12.3%  2.0% 10.2%

BASE: SKI DAYS (000'S)          1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                100.0%100.1% 99.7%100.1%100.0%100.0%100.1%100.0% 99.3%100.0%100.1%100.0%100.0% 99.8%100.0%100.1%
                                100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%

                    LEVEL OF EDUCATION

SOME CR COMPLETED           44-1 238.4 203.3 200.2   3.2  74.2  71.1   3.2  47.1  44.2   2.9  29.1  26.6   2.5  11.9  11.6    .3
GRADE SCHOOL                     13.5% 15.6% 17.9%  1.7%  8.4% 10.2%  1.7%  7.1%  8.9%  1.7%  8.2% 10.0%  2.8%  4.3%  5.8%   .4%
                                100.0% 85.3% 83.9%  1.3% 31.1% 29.8%  1.3% 19.8% 18.5%  1.2% 12.2% 11.2%  1.0%  5.0%  4.9%   .1%

SOME CR COMPLETED HIGH      44-2 833.8 652.6 597.8  54.7 426.5 371.8  54.7 300.3 250.1  50.2 164.3 137.0  27.4 119.8  97.9  21.9
SCHOOL                           47.3% 50.1% 53.5% 29.6% 48.5% 53.5% 29.6% 45.2% 50.6% 29.6% 46.3% 51.6% 30.6% 43.3% 48.7% 29.0%
                                100.0% 78.3% 71.7%  6.6% 51.2% 44.6%  6.6% 36.0% 30.0%  6.0% 19.7% 16.4%  3.3% 14.4% 11.7%  2.6%

SOME COLLEGE OR             44-3 294.3 180.4 139.8  40.6 143.2 102.5  40.6 110.8  74.1  36.6  57.9  41.7  16.2  48.4  29.5  18.9
UNIVERSITY                       16.7% 13.9% 12.5% 22.0% 16.3% 14.7% 22.0% 16.7% 15.0% 21.6% 16.3% 15.7% 18.1% 17.5% 14.7% 25.1%
                                100.0% 61.3% 47.5% 13.8% 48.6% 34.8% 13.8% 37.6% 25.2% 12.4% 19.7% 14.2%  5.5% 16.5% 10.0%  6.4%

COMPLETED COLLEGE OR        44-4 315.5 213.0 156.5  56.5 188.7 132.2  56.5 167.6 116.0  51.6  83.3  55.5  27.8  78.4  56.1  22.3
UNIVERSITY                       17.9% 16.4% 14.0% 30.6% 21.4% 19.0% 30.6% 25.2% 23.4% 30.4% 23.5% 20.9% 31.1% 29.4% 27.9% 29.5%
                                100.0% 67.5% 49.6% 17.9% 59.8% 41.9% 17.9% 53.1% 36.9% 16.4% 26.4% 17.6%  8.8% 24.9% 17.8%  7.1%

POST GRADUATE               44-5  73.6  44.5  17.9  26.6  41.2  14.6  26.6  35.3  10.2  25.0  18.1   4.4  13.7  16.8   5.8  11.0
                                  4.2%  3.4%  1.6% 14.4%  4.7%  2.1% 14.4%  5.3%  2.1% 14.8%  5.1%  1.7% 15.3%  6.1%  2.9% 14.6%
                                100.0% 60.5% 24.4% 36.1% 55.9% 19.8% 36.1% 47.9% 13.9% 34.0% 24.6%  6.0% 18.6% 22.8%  7.9% 14.9%

OTHER POST HIGH SCHOOL      44-6   2.8   2.8     -   2.8   2.8     -   2.8   2.7     -   2.7   1.9     -   1.9    .6     -    .6
TRAINING                           .2%   .2%        1.5%   .3%        1.5%   .4%        1.6%   .5%        2.2%   .2%         .8%
                                100.0%100.0%      100.0%100.0%      100.0% 96.7%       96.7% 70.1%       70.1% 22.0%       22.0%

REFUSED                     44-0   2.0   1.6   1.6     -   1.6   1.6     -     -     -     -     -     -     -     -     -     -
                                   .1%   .1%   .1%         .2%   .2%
                                100.0% 84.2% 84.2%       84.2% 84.2%

NOT STATED                  44-R   3.3   3.3   2.9    .4   2.1   1.6    .4    .4     -    .4     -     -     -    .4     -    .4
                                   .2%   .3%   .3%   .2%   .2%   .2%   .2%   .1%         .3%                         .2%         .6%
                                100.0%100.0% 86.6% 13.4% 62.7% 49.3% 13.4% 13.4%       13.4%                   13.4%       13.4%

BASE: SKI DAYS (000'S)          1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                100.1%100.0% 99.9%100.0%100.0% 99.9%100.0%100.0%100.0%100.0% 99.9% 99.9%100.1%100.0%100.0%100.0%
                                100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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OCCUPATION OF RESPONDENT

| | | | ALBERTA DESTINATIONS | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| PROFESSIONAL | 77-1 | 268.5 | 185.2 | 141.0 | 44.2 | 159.5 | 115.3 | 44.2 | 8.3 | 7.2 | 1.0 | 16.3 | 13.0 | 3.3 | 6.4 |
| | | 15.2% | 14.2% | 12.6% | 23.9% | 18.1% | 16.6% | 23.9% | 25.0% | 25.4% | 22.5% | 11.7% | 10.5% | 21.6% | 8.4% |
| | | 100.0% | 69.0% | 52.5% | 16.5% | 59.4% | 42.9% | 16.5% | 3.1% | 2.7% | .4% | 6.1% | 4.8% | 1.2% | 2.4% |
| BUSINESS EXECUTIVE | 77-2 | 132.5 | 89.6 | 65.2 | 24.4 | 70.6 | 46.3 | 24.4 | 5.9 | 5.2 | .6 | 7.0 | 5.3 | 1.7 | 3.2 |
| | | 7.5% | 6.9% | 5.8% | 13.2% | 8.0% | 6.7% | 13.2% | 17.8% | 18.4% | 14.1% | 5.0% | 4.3% | 10.9% | 4.2% |
| | | 100.0% | 67.6% | 49.2% | 18.4% | 53.3% | 34.9% | 18.4% | 4.4% | 4.0% | .5% | 5.3% | 4.0% | 1.3% | 2.4% |
| SALESPERSON | 77-3 | 89.7 | 58.7 | 49.5 | 9.2 | 50.3 | 41.1 | 9.2 | 1.2 | 1.0 | .3 | 3.5 | 3.2 | .3 | 2.2 |
| | | 5.1% | 4.5% | 4.4% | 5.0% | 5.7% | 5.9% | 5.0% | 3.7% | 3.4% | 5.6% | 2.5% | 2.6% | 2.2% | 2.3% |
| | | 100.0% | 65.4% | 55.2% | 10.2% | 56.0% | 45.8% | 10.2% | 1.4% | 1.1% | .3% | 4.0% | 3.6% | .4% | 2.4% |
| CLERICAL WORKER | 77-4 | 146.7 | 89.2 | 74.0 | 15.2 | 73.8 | 58.7 | 15.2 | 1.6 | 1.2 | .4 | 13.6 | 12.1 | 1.5 | 1.6 |
| | | 8.3% | 6.9% | 6.6% | 8.2% | 8.4% | 8.4% | 8.2% | 4.9% | 4.2% | 9.4% | 9.8% | 9.8% | 9.5% | 2.1% |
| | | 100.0% | 60.8% | 50.4% | 10.3% | 50.3% | 40.0% | 10.3% | 1.1% | .8% | .3% | 9.3% | 8.3% | 1.0% | 1.1% |
| SKILLED LABOURER | 77-5 | 281.0 | 189.0 | 154.5 | 34.5 | 138.6 | 104.1 | 34.5 | 3.1 | 2.2 | .9 | 49.9 | 46.0 | 3.9 | 3.5 |
| | | 15.9% | 14.5% | 13.8% | 18.7% | 15.7% | 15.0% | 18.7% | 9.4% | 7.7% | 19.7% | 35.9% | 37.1% | 25.5% | 4.5% |
| | | 100.0% | 67.3% | 55.0% | 12.3% | 49.3% | 37.0% | 12.3% | 1.1% | .8% | .3% | 17.8% | 16.4% | 1.4% | 1.2% |
| UNSKILLED LABOURER | 77-6 | 73.6 | 63.4 | 54.9 | 8.4 | 46.9 | 38.4 | 8.4 | .3 | - | .3 | 11.1 | 10.9 | .2 | 2.7 |
| | | 4.2% | 4.9% | 4.9% | 4.6% | 5.3% | 5.5% | 4.6% | .9% | | 6.3% | 8.0% | 8.8% | 1.3% | 3.6% |
| | | 100.0% | 86.2% | 74.7% | 11.5% | 63.7% | 52.2% | 11.5% | .4% | | .4% | 15.1% | 14.8% | .3% | 3.7% |
| FARMER | 77-7 | 44.7 | 26.0 | 21.3 | 4.7 | 18.2 | 13.5 | 4.7 | .8 | .8 | * | .6 | - | .6 | - |
| | | 2.5% | 2.0% | 1.9% | 2.5% | 2.1% | 1.9% | 2.5% | 2.5% | 2.9% | .1% | .4% | | 3.8% | |
| | | 100.0% | 58.2% | 47.7% | 10.5% | 40.7% | 30.2% | 10.5% | 1.9% | 1.9% | * | 1.3% | | 1.3% | |
| HOMEMAKER | 77-8 | 45.9 | 25.8 | 20.5 | 5.3 | 15.6 | 10.3 | 5.3 | .4 | - | .4 | 2.2 | 1.4 | .8 | 1.6 |
| | | 2.6% | 2.0% | 1.8% | 2.9% | 1.8% | 1.5% | 2.9% | 1.1% | | 7.7% | 1.6% | 1.1% | 5.0% | 2.1% |
| | | 100.0% | 56.1% | 44.6% | 11.5% | 34.0% | 22.5% | 11.5% | .8% | | .9% | 4.7% | 3.0% | 1.7% | 3.6% |
| PENSIONED AND RETIRED | 77-9 | 1.0 | 1.0 | - | 1.0 | 1.0 | - | 1.0 | - | - | - | .1 | - | .1 | - |
| | | .1% | .1% | | .5% | .1% | | .5% | | | | .1% | | .9% | |
| | | 100.0% | 100.0% | | 100.0% | 100.0% | | 100.0% | | | | 14.4% | | 14.4% | |
| UNEMPLOYED | 77-0 | 27.5 | 22.8 | 19.9 | 2.9 | 11.6 | 8.7 | 2.9 | * | - | * | 1.6 | 1.1 | .5 | .6 |
| | | 1.6% | 1.8% | 1.8% | 1.6% | 1.3% | 1.2% | 1.6% | .1% | | 1.1% | 1.2% | .9% | 3.4% | .7% |
| | | 100.0% | 82.9% | 72.3% | 10.6% | 42.0% | 31.4% | 10.6% | .2% | | .2% | 6.0% | 4.1% | 1.9% | 2.0% |
| STUDENT | 77-X | 628.3 | 526.9 | 498.6 | 28.3 | 270.9 | 242.6 | 28.3 | 11.2 | 10.9 | .5 | 33.3 | 30.9 | 2.4 | 53.4 |
| | | 35.6% | 40.5% | 44.6% | 15.3% | 30.8% | 34.9% | 15.3% | 34.1% | 37.9% | 10.1% | 23.9% | 24.9% | 15.7% | 69.4% |
| | | 100.0% | 83.9% | 79.4% | 4.5% | 43.1% | 38.6% | 4.5% | 1.8% | 1.7% | .1% | 5.3% | 4.9% | .4% | 8.5% |

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JOB NUMBER 907901        CARD NUMBER 14

                          OCCUPATION OF RESPONDENT
                                  #==================================ALBERTA DESTINATIONS==================================#
                                  +---TOTAL ALBERTA---++---------------------ROCKY MOUNTAIN SKIING--------------------------+
                                                          *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                       TRESS.*
                                   GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
                                   TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

ARMED FORCES              77-R       8.2     8.2     5.8     2.4     7.8     5.4     2.4       *       -       *       *       -       *       -
                                     .5%     .6%     .5%    1.3%     .9%     .8%    1.3%     .1%             .5%       *             .1%
                                  100.0%  100.0%   70.5%   29.5%   95.0%   65.6%   29.5%     .3%             .3%     .3%             .3%

NOT STATED/REFUSED        78-R      16.1    15.8    11.4     4.4    15.6    11.2     4.4      .1       -      .1       *       -       *     1.6
                                     .9%    1.2%    1.0%    2.4%    1.8%    1.6%    2.4%     .4%            3.1%       *             .1%    2.1%
                                  100.0%   98.1%   70.6%   27.5%   96.8%   69.3%   27.5%     .9%             .9%     .1%             .1%   10.2%

BASE: SKI DAYS (000'S)            1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                  100.0%  100.1%   99.7%  100.1%  100.0%  100.0%  100.1%  100.0%   99.9%  100.2%  100.1%  100.0%  100.0%   99.9%
                                  100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%

                          LEVEL OF EDUCATION

SOME OR COMPLETED         44-1     238.4   203.3   200.2     3.2    74.2    71.1     3.2     6.1     6.0      .1     4.3     4.1      .3    22.8
GRADE SCHOOL                       13.5%   15.6%   17.9%    1.7%    8.4%   10.2%    1.7%   18.3%   21.0%    1.9%    3.1%    3.3%    1.8%   29.7%
                                  100.0%   85.3%   83.9%    1.3%   31.1%   29.8%    1.3%    2.5%    2.5%       *    1.8%    1.7%     .1%    9.6%

SOME OR COMPLETED HIGH    44-2     833.8   652.6   597.8    54.7   426.5   371.8    54.7    16.2    15.2     1.0    91.3    86.8     4.5    34.9
SCHOOL                             47.3%   50.1%   53.5%   29.6%   48.5%   53.5%   29.6%   49.0%   53.6%   21.0%   65.6%   70.0%   29.5%   45.4%
                                  100.0%   78.3%   71.7%    6.6%   51.2%   44.6%    6.6%    1.9%    1.8%     .1%   11.0%   10.4%     .5%    4.2%

SOME COLLEGE OR           44-3     294.3   180.4   139.8    40.6   143.2   102.5    40.6     4.4     2.9     1.5    22.6    18.6     4.0     9.8
UNIVERSITY                         16.7%   13.9%   12.5%   22.0%   16.3%   14.7%   22.0%   13.4%   10.3%   32.9%   16.2%   15.0%   26.0%   12.8%
                                  100.0%   61.3%   47.5%   13.8%   48.6%   34.8%   13.8%    1.5%    1.0%     .5%    7.7%    6.3%    1.4%    3.3%

COMPLETED COLLEGE OR      44-4     315.5   213.0   156.5    56.5   188.7   132.2    56.5     5.8     4.3     1.5    16.7    11.8     4.9     4.4
UNIVERSITY                         17.9%   16.4%   14.0%   30.6%   21.4%   19.0%   30.6%   17.7%   15.2%   33.4%   12.0%    9.5%   32.0%    5.7%
                                  100.0%   67.5%   49.6%   17.9%   59.8%   41.9%   17.9%    1.9%    1.4%     .5%    5.3%    3.7%    1.6%    1.4%

POST GRADUATE             44-5      73.6    44.5    17.9    26.6    41.2    14.6    26.6      .4       -      .4     4.2     2.7     1.5     1.7
                                    4.2%    3.4%    1.6%   14.4%    4.7%    2.1%   14.4%    1.1%            8.1%    3.0%    2.2%   10.1%    2.2%
                                  100.0%   60.5%   24.4%   36.1%   55.9%   19.8%   36.1%     .5%             .5%    5.7%    3.6%    2.1%    2.3%

OTHER POST HIGH SCHOOL    44-6       2.8     2.8       -     2.8     2.8       -     2.8      .1       -      .1      .1       -      .1       -
TRAINING                             .2%     .2%            1.5%     .3%            1.5%     .4%            2.8%     .1%             .6%
                                  100.0%  100.0%          100.0%  100.0%          100.0%    4.6%            4.6%    3.3%            3.3%

REFUSED                   44-0       2.0     1.6     1.6       -     1.6     1.6       -       -       -       -       -       -       -     1.6
                                     .1%     .1%     .1%             .2%     .2%                                                            2.1%
                                  100.0%   84.2%   84.2%           84.2%   84.2%                                                           84.2%

NOT STATED                44-R       3.3     3.3     2.9      .4     2.1     1.6      .4       -       -       -       -       -       -     1.6
                                     .2%     .3%     .3%     .2%     .2%     .2%     .2%                                                    2.1%
                                  100.0%  100.0%   86.6%   13.4%   62.7%   49.3%   13.4%                                                   49.3%

BASE: SKI DAYS (000'S)            1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                  100.1%  100.0%   99.9%  100.0%  100.0%   99.9%  100.0%   99.9%  100.1%  100.1%  100.0%  100.0%  100.0%  100.0%
                                  100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
```

OCCUPATION OF RESPONDENT

```
#=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
+----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
```

| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PROFESSIONAL | 77-1 | 268.5<br>15.2%<br>100.0% | 185.2<br>14.2%<br>69.0% | 141.0<br>12.6%<br>52.5% | 44.2<br>23.9%<br>16.5% | 159.5<br>18.1%<br>59.4% | 115.3<br>16.6%<br>42.9% | 25.8<br>6.1%<br>9.6% | 83.2<br>19.0%<br>31.0% | 63.0<br>22.6%<br>23.5% | 31.9<br>18.3%<br>11.9% | 15.8<br>9.1%<br>5.9% | 15.2<br>15.4%<br>5.7% |
| BUSINESS EXECUTIVE | 77-2 | 132.5<br>7.5%<br>100.0% | 89.6<br>6.9%<br>67.6% | 65.2<br>5.8%<br>49.2% | 24.4<br>13.2%<br>18.4% | 70.6<br>8.0%<br>53.3% | 46.3<br>6.7%<br>34.9% | 18.3<br>4.4%<br>13.8% | 42.9<br>9.3%<br>32.4% | 28.5<br>10.2%<br>21.5% | 21.3<br>12.3%<br>16.1% | 13.9<br>8.0%<br>10.5% | 5.5<br>5.6%<br>4.2% |
| SALESPERSON | 77-3 | 89.7<br>5.1%<br>100.0% | 58.7<br>4.5%<br>65.4% | 49.5<br>4.4%<br>55.2% | 9.2<br>5.0%<br>10.2% | 50.3<br>5.7%<br>56.0% | 41.1<br>5.9%<br>45.8% | 8.4<br>2.0%<br>9.4% | 31.0<br>6.7%<br>34.6% | 24.1<br>8.6%<br>26.9% | 18.9<br>10.8%<br>21.0% | 6.9<br>4.0%<br>7.7% | 1.3<br>1.4%<br>1.5% |
| CLERICAL WORKER | 77-4 | 146.7<br>8.3%<br>100.0% | 89.2<br>6.9%<br>60.8% | 74.0<br>6.6%<br>50.4% | 15.2<br>8.2%<br>10.3% | 73.8<br>8.4%<br>50.3% | 58.7<br>8.4%<br>40.0% | 15.3<br>3.6%<br>10.5% | 57.5<br>12.4%<br>39.2% | 24.9<br>8.9%<br>17.0% | 15.0<br>8.6%<br>10.2% | 32.6<br>18.7%<br>22.2% | 12.5<br>12.6%<br>8.5% |
| SKILLED LABOURER | 77-5 | 281.0<br>15.9%<br>100.0% | 189.0<br>14.5%<br>67.3% | 154.5<br>13.8%<br>55.0% | 34.5<br>18.7%<br>12.3% | 138.6<br>15.7%<br>49.3% | 104.1<br>15.0%<br>37.0% | 50.4<br>12.0%<br>17.9% | 92.0<br>19.9%<br>32.7% | 28.6<br>10.2%<br>10.2% | 6.6<br>3.8%<br>2.4% | 60.8<br>34.9%<br>21.6% | 25.7<br>25.9%<br>9.1% |
| UNSKILLED LABOURER | 77-6 | 73.6<br>4.2%<br>100.0% | 63.4<br>4.9%<br>86.2% | 54.9<br>4.9%<br>74.7% | 8.4<br>4.6%<br>11.5% | 46.9<br>5.3%<br>63.7% | 38.4<br>5.5%<br>52.2% | 16.5<br>3.9%<br>22.5% | 10.2<br>2.2%<br>13.8% | 5.5<br>2.0%<br>7.4% | 4.2<br>2.4%<br>5.7% | 4.7<br>2.7%<br>6.4% | 4.7<br>4.8%<br>6.4% |
| FARMER | 77-7 | 44.7<br>2.5%<br>100.0% | 26.0<br>2.0%<br>58.2% | 21.3<br>1.9%<br>47.7% | 4.7<br>2.5%<br>10.5% | 18.2<br>2.1%<br>40.7% | 13.5<br>1.9%<br>30.2% | 7.8<br>1.9%<br>17.4% | 18.7<br>4.0%<br>41.8% | 9.1<br>3.3%<br>20.5% | 5.0<br>2.9%<br>11.2% | 9.6<br>5.5%<br>21.4% | 9.6<br>9.7%<br>21.4% |
| HOMEMAKER | 77-8 | 45.9<br>2.6%<br>100.0% | 25.8<br>2.0%<br>56.1% | 20.5<br>1.8%<br>44.6% | 5.3<br>2.9%<br>11.5% | 15.6<br>1.8%<br>34.0% | 10.3<br>1.5%<br>22.5% | 10.2<br>2.4%<br>22.2% | 20.2<br>4.4%<br>43.9% | 8.0<br>2.9%<br>17.4% | 3.7<br>2.1%<br>8.0% | 12.2<br>7.0%<br>26.5% | 8.3<br>8.4%<br>18.2% |
| PENSIONED AND RETIRED | 77-9 | 1.0<br>.1%<br>100.0% | 1.0<br>.1%<br>100.0% | - | 1.0<br>.5%<br>100.0% | 1.0<br>.1%<br>100.0% | - | - | - | - | - | - | - |
| UNEMPLOYED | 77-0 | 27.5<br>1.6%<br>100.0% | 22.8<br>1.8%<br>82.9% | 19.9<br>1.8%<br>72.3% | 2.9<br>1.6%<br>10.6% | 11.6<br>1.3%<br>42.0% | 8.7<br>1.2%<br>31.4% | 11.3<br>2.7%<br>40.9% | 4.7<br>1.0%<br>17.1% | 4.7<br>1.7%<br>17.1% | 4.1<br>2.4%<br>14.9% | - | - |
| STUDENT | 77-X | 628.3<br>35.6%<br>100.0% | 526.9<br>40.5%<br>83.9% | 498.6<br>44.6%<br>79.4% | 28.3<br>15.3%<br>4.5% | 270.9<br>30.8%<br>43.1% | 242.6<br>34.9%<br>38.6% | 256.0<br>60.9%<br>40.7% | 101.4<br>21.9%<br>16.1% | 82.5<br>29.5%<br>13.1% | 63.2<br>36.3%<br>10.1% | 17.9<br>10.3%<br>2.8% | 16.2<br>16.3%<br>2.6% |

CONTINUED

OCCUPATION OF RESPONDENT

```
#==========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
+----TOTAL ALBERTA-----++------RMS-------++SKIING++TOTAL-++------B.C.-----++----U.S.A.----+
```

| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ARMED FORCES | 77-R | 8.2 | 8.2 | 5.8 | 2.4 | 7.8 | 5.4 | .4 | - | - | - | - | - |
| | | .5% | .6% | .5% | 1.3% | .9% | .8% | .1% | | | | | |
| | | 100.0% | 100.0% | 70.5% | 29.5% | 95.0% | 65.6% | 5.0% | | | | | |
| NOT STATED/REFUSED | 78-R | 16.1 | 15.8 | 11.4 | 4.4 | 15.6 | 11.2 | .2 | .3 | .3 | .3 | - | - |
| | | .9% | 1.2% | 1.0% | 2.4% | 1.8% | 1.6% | * | .1% | .1% | .2% | | |
| | | 100.0% | 98.1% | 70.6% | 27.5% | 96.8% | 69.3% | 1.3% | 1.9% | 1.9% | 1.9% | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 420.6 | 462.2 | 279.2 | 174.1 | 174.3 | 99.0 |
| | | 100.0% | 100.1% | 99.7% | 100.1% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.1% | 100.2% | 100.1% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 23.9% | 26.2% | 15.8% | 9.9% | 9.9% | 5.6% |

LEVEL OF EDUCATION

| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4 | 203.3 | 200.2 | 3.2 | 74.2 | 71.1 | 129.1 | 35.1 | 27.1 | 25.6 | 7.0 | 6.8 |
| | | 13.5% | 15.6% | 17.9% | 1.7% | 8.4% | 10.2% | 30.7% | 7.6% | 9.7% | 14.7% | 4.0% | 6.8% |
| | | 100.0% | 85.3% | 83.9% | 1.3% | 31.1% | 29.8% | 54.1% | 14.7% | 11.4% | 10.7% | 2.9% | 2.8% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8 | 652.6 | 597.8 | 54.7 | 426.5 | 371.8 | 226.0 | 181.3 | 102.6 | 64.9 | 76.0 | 50.8 |
| | | 47.3% | 50.1% | 53.5% | 29.6% | 48.5% | 53.5% | 53.7% | 39.2% | 36.7% | 37.3% | 43.6% | 51.3% |
| | | 100.0% | 78.3% | 71.7% | 6.6% | 51.2% | 44.6% | 27.1% | 21.7% | 12.3% | 7.8% | 9.1% | 6.1% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3 | 180.4 | 139.8 | 40.6 | 143.2 | 102.5 | 37.2 | 113.9 | 58.8 | 35.6 | 55.1 | 21.6 |
| | | 16.7% | 13.9% | 12.5% | 22.0% | 16.3% | 14.7% | 8.8% | 24.7% | 21.1% | 20.5% | 31.6% | 21.8% |
| | | 100.0% | 61.3% | 47.5% | 13.8% | 48.6% | 34.8% | 12.6% | 38.7% | 20.0% | 12.1% | 18.7% | 7.3% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5 | 213.0 | 156.5 | 56.5 | 188.7 | 132.2 | 24.3 | 102.5 | 63.6 | 38.4 | 33.9 | 17.6 |
| | | 17.9% | 16.4% | 14.0% | 30.6% | 21.4% | 19.0% | 5.8% | 22.2% | 22.8% | 22.0% | 19.4% | 17.8% |
| | | 100.0% | 67.5% | 49.6% | 17.9% | 59.8% | 41.9% | 7.7% | 32.5% | 20.2% | 12.2% | 10.7% | 5.6% |
| POST GRADUATE | 44-5 | 73.6 | 44.5 | 17.9 | 26.6 | 41.2 | 14.6 | 2.7 | 29.1 | 26.8 | 9.2 | 2.2 | 2.2 |
| | | 4.2% | 3.4% | 1.6% | 14.4% | 4.7% | 2.1% | .6% | 6.3% | 9.6% | 5.3% | 1.3% | 2.3% |
| | | 100.0% | 60.5% | 24.4% | 36.1% | 55.9% | 19.8% | 3.7% | 29.5% | 36.5% | 12.5% | 3.0% | 3.0% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | 2.8 | - | 2.8 | 2.8 | - | - | - | - | - | - | - |
| | | .2% | .2% | | 1.5% | .3% | | | | | | | |
| | | 100.0% | 100.0% | | 100.0% | 100.0% | | | | | | | |
| REFUSED | 44-0 | 2.0 | 1.6 | 1.6 | - | 1.6 | 1.6 | - | .3 | .3 | .3 | - | - |
| | | .1% | .1% | .1% | | .2% | .2% | | .1% | .1% | .2% | | |
| | | 100.0% | 84.2% | 84.2% | | 84.2% | 84.2% | | 15.8% | 15.8% | 15.8% | | |
| NOT STATED | 44-R | 3.3 | 3.3 | 2.9 | .4 | 2.1 | 1.6 | 1.2 | - | - | - | - | - |
| | | .2% | .3% | .3% | .2% | .2% | .2% | .3% | | | | | |
| | | 100.0% | 100.0% | 86.6% | 13.4% | 62.7% | 49.3% | 37.3% | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 420.6 | 462.2 | 279.2 | 174.1 | 174.3 | 99.0 |
| | | 100.1% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 99.9% | 100.1% | 100.0% | 100.0% | 99.9% | 100.0% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 23.9% | 26.2% | 15.8% | 9.9% | 9.9% | 5.6% |

OCCUPATION OF RESPONDENT

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| PROFESSIONAL | 77-1 | 174.9 | 4.9 | 21.5 | 40.8 | 57.1 | 50.5 | 44.7 | 22.1 | 22.7 | 128.7 | 87.0 | 41.7 |
| | | 16.4% | 17.1% | 12.6% | 15.9% | 15.0% | 21.9% | 14.2% | 12.6% | 16.1% | 17.3% | 17.8% | 16.4% |
| | | 100.0% | 2.8% | 12.3% | 23.3% | 32.7% | 28.9% | 25.6% | 12.6% | 13.0% | 73.6% | 49.7% | 23.9% |
| BUSINESS EXECUTIVE | 77-2 | 84.7 | 2.9 | 14.5 | 16.7 | 32.1 | 18.6 | 16.4 | 8.4 | 8.0 | 67.6 | 51.7 | 15.9 |
| | | 7.9% | 10.1% | 8.5% | 6.5% | 8.4% | 8.1% | 5.2% | 4.8% | 5.7% | 9.1% | 10.6% | 6.2% |
| | | 100.0% | 3.4% | 17.1% | 19.7% | 37.8% | 21.9% | 19.3% | 9.9% | 9.5% | 79.8% | 61.0% | 18.7% |
| SALESPERSON | 77-3 | 62.8 | .2 | 13.4 | 10.8 | 28.5 | 9.9 | 9.6 | 6.3 | 3.3 | 52.8 | 28.6 | 24.2 |
| | | 5.9% | .7% | 7.9% | 4.2% | 7.5% | 4.3% | 3.1% | 3.6% | 2.3% | 7.1% | 5.8% | 9.5% |
| | | 100.0% | .3% | 21.4% | 17.1% | 45.4% | 15.7% | 15.3% | 10.1% | 5.2% | 84.1% | 45.5% | 38.6% |
| CLERICAL WORKER | 77-4 | 94.9 | 3.2 | 14.3 | 24.6 | 28.6 | 24.2 | 19.9 | 6.3 | 13.6 | 75.0 | 45.1 | 30.0 |
| | | 8.9% | 11.0% | 8.4% | 9.6% | 7.5% | 10.5% | 6.3% | 3.6% | 9.6% | 10.1% | 9.2% | 11.7% |
| | | 100.0% | 3.3% | 15.1% | 25.9% | 30.1% | 25.5% | 20.9% | 6.6% | 14.3% | 79.1% | 47.5% | 31.6% |
| SKILLED LABOURER | 77-5 | 169.3 | 2.5 | 21.5 | 36.7 | 60.1 | 48.4 | 42.7 | 25.1 | 17.6 | 124.3 | 69.4 | 54.9 |
| | | 15.9% | 8.7% | 12.6% | 14.3% | 15.8% | 21.0% | 13.5% | 14.4% | 12.5% | 16.7% | 14.2% | 21.5% |
| | | 100.0% | 1.5% | 12.7% | 21.7% | 35.5% | 28.6% | 25.2% | 14.8% | 10.4% | 73.5% | 41.0% | 32.5% |
| UNSKILLED LABOURER | 77-6 | 50.7 | 1.1 | 10.4 | 3.2 | 15.9 | 20.0 | 17.1 | 6.6 | 10.5 | 32.3 | 23.9 | 8.4 |
| | | 4.7% | 3.9% | 6.1% | 1.3% | 4.2% | 3.7% | 5.4% | 3.8% | 7.4% | 4.3% | 4.9% | 3.3% |
| | | 100.0% | 2.2% | 20.5% | 6.4% | 31.4% | 39.5% | 33.8% | 13.1% | 20.7% | 63.7% | 47.1% | 16.6% |
| FARMER | 77-7 | 39.2 | 1.5 | 11.4 | 6.8 | 17.1 | 2.3 | 8.2 | 3.8 | 4.4 | 30.9 | 24.2 | 6.8 |
| | | 3.7% | 5.3% | 6.7% | 2.7% | 4.5% | 1.0% | 2.6% | 2.2% | 3.1% | 4.2% | 4.9% | 2.7% |
| | | 100.0% | 3.9% | 29.2% | 17.4% | 43.6% | 6.0% | 21.0% | 9.8% | 11.2% | 79.0% | 61.7% | 17.3% |
| HOMEMAKER | 77-8 | 43.9 | - | 2.5 | 20.7 | 17.9 | 2.8 | 7.2 | 3.4 | 3.8 | 36.4 | 32.9 | 3.6 |
| | | 4.1% | | 1.5% | 8.1% | 4.7% | 1.2% | 2.3% | 1.9% | 2.7% | 4.9% | 6.7% | 1.4% |
| | | 100.0% | | 5.8% | 47.1% | 40.8% | 6.3% | 16.4% | 7.7% | 8.7% | 83.0% | 74.9% | 8.1% |
| PENSIONED AND RETIRED | 77-9 | 1.0 | - | - | * | .7 | .3 | * | * | - | 1.0 | .6 | .4 |
| | | .1% | | | * | .2% | .1% | * | * | | .1% | .1% | .1% |
| | | 100.0% | | | .4% | 71.6% | 28.0% | .4% | .4% | | 99.6% | 60.7% | 38.9% |
| UNEMPLOYED | 77-0 | 15.5 | 2.8 | 1.7 | 7.4 | 3.1 | .4 | 6.2 | 3.3 | 3.0 | 9.2 | 4.6 | 4.6 |
| | | 1.4% | 9.8% | 1.0% | 2.9% | .8% | .2% | 2.0% | 1.9% | 2.1% | 1.2% | .9% | 1.8% |
| | | 100.0% | 18.3% | 11.2% | 47.6% | 20.2% | 2.8% | 40.4% | 21.1% | 19.3% | 59.6% | 29.8% | 29.8% |
| STUDENT | 77-X | 310.9 | 8.9 | 51.9 | 86.0 | 115.8 | 48.2 | 137.0 | 87.2 | 49.7 | 173.9 | 110.0 | 64.0 |
| | | 29.1% | 30.9% | 30.4% | 33.6% | 30.4% | 21.0% | 43.4% | 50.0% | 35.2% | 23.3% | 22.4% | 25.1% |
| | | 100.0% | 2.9% | 16.7% | 27.7% | 37.2% | 15.5% | 44.1% | 28.1% | 16.0% | 55.9% | 35.4% | 20.6% |

CONTINUED

OCCUPATION OF RESPONDENT

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| ARMED FORCES | 77-R | 5.0 | .2 | .1 | 2.0 | 1.0 | 1.7 | 2.7 | 1.5 | 1.2 | 2.3 | 2.2 | .2 |
| | | .5% | .7% | .1% | .8% | .3% | .7% | .9% | .9% | .9% | .3% | .4% | .1% |
| | | 100.0% | 4.1% | 2.4% | 40.4% | 20.3% | 32.8% | 53.8% | 29.4% | 24.3% | 46.2% | 42.8% | 3.4% |
| NOT STATED/REFUSED | 78-R | 14.8 | .5 | 7.6 | .4 | 3.2 | 3.0 | 4.0 | .6 | 3.3 | 10.5 | 10.0 | .5 |
| | | 1.4% | 1.8% | 4.4% | .2% | .3% | 1.3% | 1.3% | .4% | 2.4% | 1.4% | 2.0% | .2% |
| | | 100.0% | 3.5% | 51.3% | 3.0% | 21.7% | 20.6% | 26.8% | 4.3% | 22.5% | 71.1% | 67.9% | 3.2% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 100.0% | 100.0% | 100.2% | 100.1% | 100.1% | 100.0% | 100.2% | 100.1% | 100.0% | 100.0% | 99.9% | 100.0% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

LEVEL OF EDUCATION

| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | DAY TOTAL | DAY WEEKDAY | DAY WEEKEND | OVERNIGHT TOTAL | OVERNIGHT MIDWEEK | OVERNIGHT WEEKEND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 118.0 | 2.2 | 15.7 | 15.0 | 53.6 | 31.4 | 67.2 | 44.2 | 23.0 | 50.8 | 26.3 | 24.5 |
| | | 11.1% | 7.6% | 9.2% | 5.9% | 14.1% | 13.6% | 21.3% | 25.3% | 16.3% | 6.8% | 5.4% | 9.6% |
| | | 100.0% | 1.9% | 13.3% | 12.7% | 45.4% | 26.6% | 57.0% | 37.5% | 19.5% | 43.0% | 22.3% | 20.8% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 495.3 | 16.5 | 93.9 | 129.9 | 161.4 | 93.6 | 152.3 | 80.1 | 72.1 | 340.1 | 231.1 | 109.1 |
| | | 46.4% | 57.2% | 54.9% | 50.7% | 42.3% | 40.6% | 48.2% | 45.9% | 51.1% | 45.7% | 47.2% | 42.8% |
| | | 100.0% | 3.3% | 19.0% | 26.2% | 32.6% | 18.9% | 30.7% | 16.2% | 14.6% | 68.7% | 46.7% | 22.0% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 185.4 | 5.8 | 37.0 | 56.9 | 71.6 | 14.2 | 37.0 | 21.0 | 15.9 | 147.8 | 104.4 | 43.4 |
| | | 17.4% | 19.9% | 21.7% | 22.2% | 18.8% | 6.1% | 11.7% | 12.0% | 11.3% | 19.8% | 21.3% | 17.0% |
| | | 100.0% | 3.1% | 20.0% | 30.7% | 38.6% | 7.6% | 19.9% | 11.3% | 8.6% | 79.7% | 56.3% | 23.4% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 206.5 | 3.6 | 16.9 | 44.5 | 72.0 | 69.4 | 49.9 | 25.8 | 24.2 | 153.4 | 93.1 | 60.4 |
| | | 19.3% | 12.4% | 9.9% | 17.4% | 18.9% | 30.2% | 15.8% | 14.8% | 17.1% | 20.6% | 19.0% | 23.7% |
| | | 100.0% | 1.7% | 8.2% | 21.6% | 34.9% | 33.6% | 24.2% | 12.5% | 11.7% | 74.3% | 45.1% | 29.2% |
| POST GRADUATE | 44-5 | 56.0 | .5 | 6.2 | 9.5 | 21.8 | 18.0 | 6.2 | 2.5 | 3.7 | 49.8 | 32.7 | 17.0 |
| | | 5.2% | 1.7% | 3.6% | 3.7% | 5.7% | 7.8% | 2.0% | 1.4% | 2.6% | 6.7% | 6.7% | 6.7% |
| | | 100.0% | .9% | 11.0% | 17.0% | 39.0% | 32.2% | 11.1% | 4.5% | 6.6% | 88.9% | 58.5% | 30.4% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | - | .1 | .3 | .5 | 1.9 | * | * | - | 2.7 | 2.2 | .6 |
| | | .3% | | * | .1% | .1% | .8% | * | * | | .4% | .4% | .2% |
| | | 100.0% | | 2.0% | 11.9% | 18.9% | 67.2% | .9% | .9% | | 99.1% | 78.5% | 20.6% |
| REFUSED | 44-0 | 2.0 | .3 | - | - | - | 1.6 | 2.0 | .3 | 1.6 | - | - | - |
| | | .2% | 1.1% | | | | .7% | .6% | .2% | 1.2% | | | |
| | | 100.0% | 15.8% | | | | 84.2% | 100.0% | 15.8% | 84.2% | | | |
| NOT STATED | 44-R | 1.6 | - | 1.2 | - | .2 | .2 | 1.2 | .6 | .6 | .4 | .2 | .1 |
| | | .1% | | .7% | | .1% | .1% | .4% | .3% | .4% | .1% | * | .1% |
| | | 100.0% | | 72.2% | | 14.7% | 13.1% | 76.6% | 38.2% | 38.4% | 23.4% | 14.7% | 8.8% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% | 100.1% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

OCCUPATION OF RESPONDENT

TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)

| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| PROFESSIONAL | 77-1 | 128.0 | 28.5 | 99.5 | 98.5 | 31.2 | 19.1 | 1.4 | 74.6 | 16.8 | 3.0 | 48.4 | 65.4 | 14.2 |
| | | 16.5% | 21.9% | 15.4% | 16.6% | 24.9% | 14.4% | 15.6% | 22.2% | 13.7% | 6.8% | 15.3% | 16.9% | 19.4% |
| | | 100.0% | 22.2% | 77.8% | 77.0% | 24.3% | 14.9% | 1.1% | 58.3% | 13.1% | 2.3% | 37.8% | 51.1% | 11.1% |
| BUSINESS EXECUTIVE | 77-2 | 57.3 | 10.1 | 47.2 | 42.4 | 21.6 | 5.5 | .3 | 35.0 | 3.8 | 5.3 | 22.0 | 32.0 | 2.4 |
| | | 7.4% | 7.7% | 7.3% | 7.2% | 17.3% | 4.1% | 3.4% | 10.5% | 3.1% | 12.1% | 7.0% | 8.3% | 3.2% |
| | | 100.0% | 17.7% | 82.3% | 74.0% | 37.7% | 9.6% | .6% | 61.1% | 6.7% | 9.2% | 38.3% | 55.8% | 4.1% |
| SALESPERSON | 77-3 | 38.4 | 3.8 | 34.6 | 33.4 | 6.4 | 3.4 | .3 | 19.5 | 4.8 | 4.6 | 12.8 | 22.2 | 2.7 |
| | | 4.9% | 2.9% | 5.4% | 5.6% | 5.1% | 2.5% | 3.2% | 5.8% | 4.0% | 10.5% | 4.1% | 5.8% | 3.7% |
| | | 100.0% | 10.0% | 90.0% | 87.0% | 16.6% | 8.8% | .8% | 50.7% | 12.5% | 11.9% | 33.4% | 57.9% | 7.0% |
| CLERICAL WORKER | 77-4 | 68.1 | 18.2 | 49.8 | 48.4 | 11.4 | 14.8 | .1 | 39.9 | 7.0 | 5.0 | 32.4 | 32.3 | 3.3 |
| | | 8.8% | 13.9% | 7.7% | 8.2% | 9.1% | 11.2% | .9% | 11.9% | 5.7% | 11.6% | 10.3% | 8.4% | 4.6% |
| | | 100.0% | 26.8% | 73.2% | 71.0% | 16.7% | 21.8% | .1% | 58.6% | 10.3% | 7.4% | 47.6% | 47.5% | 4.9% |
| SKILLED LABOURER | 77-5 | 126.0 | 11.6 | 114.4 | 103.3 | 20.7 | 12.5 | 3.1 | 55.2 | 25.4 | 5.9 | 51.0 | 56.5 | 18.6 |
| | | 16.2% | 8.9% | 17.7% | 17.5% | 16.5% | 9.5% | 33.4% | 16.5% | 20.8% | 13.5% | 16.1% | 14.6% | 25.4% |
| | | 100.0% | 9.2% | 90.8% | 81.9% | 16.4% | 9.9% | 2.5% | 43.8% | 20.2% | 4.7% | 40.4% | 44.8% | 14.7% |
| UNSKILLED LABOURER | 77-6 | 43.7 | 7.9 | 35.9 | 32.3 | 4.2 | 8.6 | 1.3 | 16.3 | 10.1 | .2 | 18.5 | 18.7 | 6.5 |
| | | 5.6% | 6.0% | 5.6% | 5.5% | 3.3% | 6.5% | 13.7% | 4.9% | 8.3% | .6% | 5.9% | 4.9% | 8.9% |
| | | 100.0% | 18.0% | 82.0% | 73.5% | 9.6% | 19.7% | 2.9% | 37.2% | 23.1% | .6% | 42.3% | 42.9% | 14.9% |
| FARMER | 77-7 | 20.5 | 1.2 | 19.3 | 19.4 | 1.5 | - | * | 12.2 | 1.2 | .9 | 13.3 | 7.2 | - |
| | | 2.6% | .9% | 3.0% | 3.3% | 1.2% | | .3% | 3.6% | .9% | 2.1% | 4.2% | 1.9% | |
| | | 100.0% | 5.8% | 94.2% | 95.0% | 7.3% | | .1% | 59.4% | 5.6% | 4.4% | 64.9% | 35.1% | |
| HOMEMAKER | 77-8 | 24.5 | 1.7 | 22.8 | 22.7 | 3.9 | .5 | - | 11.2 | 6.7 | .8 | 10.7 | 12.9 | .9 |
| | | 3.2% | 1.3% | 3.5% | 3.8% | 3.1% | .4% | | 3.3% | 5.5% | 2.0% | 3.4% | 3.3% | 1.3% |
| | | 100.0% | 6.9% | 93.1% | 92.6% | 15.8% | 2.1% | | 45.8% | 27.3% | 3.5% | 43.5% | 52.7% | 3.8% |
| PENSIONED AND RETIRED | 77-9 | 1.0 | .6 | .4 | .1 | 1.0 | .5 | - | .8 | - | .1 | .4 | .6 | - |
| | | .1% | .4% | .1% | * | .8% | .3% | | .2% | | .3% | .1% | .1% | |
| | | 100.0% | 60.4% | 39.6% | 14.4% | 99.6% | 46.7% | | 85.9% | | 14.1% | 43.4% | 56.6% | |
| UNEMPLOYED | 77-0 | 12.3 | .1 | 12.2 | 11.5 | 1.9 | .3 | - | 2.1 | 4.2 | .5 | 6.2 | 6.0 | .1 |
| | | 1.6% | .1% | 1.9% | 1.9% | 1.6% | .2% | | .6% | 3.4% | 1.2% | 2.0% | 1.5% | .1% |
| | | 100.0% | .6% | 99.4% | 93.8% | 15.9% | 2.7% | | 17.1% | 34.1% | 4.1% | 50.8% | 48.7% | .5% |
| STUDENT | 77-X | 237.4 | 45.0 | 192.3 | 166.3 | 17.1 | 64.3 | 2.0 | 63.9 | 39.7 | 10.5 | 88.5 | 124.9 | 24.0 |
| | | 30.6% | 34.4% | 29.8% | 28.1% | 13.6% | 48.6% | 21.5% | 19.1% | 32.6% | 24.3% | 23.0% | 32.3% | 32.8% |
| | | 100.0% | 19.0% | 81.0% | 70.1% | 7.2% | 27.1% | .8% | 26.9% | 16.7% | 4.4% | 37.3% | 52.6% | 10.1% |

CONTINUED

OCCUPATION OF RESPONDENT

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION ...(TRIP IN GENERAL).. | | |
| | | TOTAL | PACKAGE | INDE-PEN-DENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCEL-LENT | GOOD | FAIR/ POOR |
| ARMED FORCES | 77-R | 5.0<br>.6%<br>100.0% | - | 5.0<br>.8%<br>100.0% | 1.3<br>.2%<br>26.7% | 2.2<br>1.8%<br>44.1% | 1.5<br>1.1%<br>29.2% | - | 2.2<br>.7%<br>44.1% | .2<br>.2%<br>3.9% | - | 3.1<br>1.0%<br>62.3% | 1.7<br>.4%<br>33.7% | .2<br>.3%<br>4.1% |
| NOT STATED/REFUSED | 78-R | 14.4<br>1.9%<br>100.0% | 2.1<br>1.6%<br>14.5% | 12.3<br>1.9%<br>85.5% | 11.9<br>2.0%<br>82.7% | 2.2<br>1.7%<br>15.1% | 1.3<br>1.0%<br>9.1% | .7<br>8.0%<br>5.2% | 2.3<br>.7%<br>15.8% | 2.1<br>1.8%<br>14.8% | 6.5<br>15.0%<br>45.0% | 8.3<br>2.6%<br>57.4% | 5.8<br>1.5%<br>40.5% | .3<br>.4%<br>2.1% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>100.0%<br>100.0% | 130.9<br>99.9%<br>16.9% | 645.8<br>100.1%<br>83.1% | 591.7<br>99.9%<br>76.2% | 125.2<br>100.0%<br>16.1% | 132.2<br>99.9%<br>17.0% | 9.3<br>100.0%<br>1.2% | 335.2<br>100.0%<br>43.2% | 122.1<br>100.0%<br>15.7% | 43.3<br>100.0%<br>5.6% | 315.6<br>100.0%<br>40.6% | 386.2<br>99.9%<br>49.7% | 73.2<br>100.1%<br>9.4% |
| LEVEL OF EDUCATION | | | | | | | | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 90.8<br>11.7%<br>100.0% | 19.0<br>14.5%<br>20.9% | 71.8<br>11.1%<br>79.1% | 57.0<br>9.6%<br>62.7% | 1.5<br>1.2%<br>1.7% | 29.1<br>22.0%<br>32.1% | 1.2<br>13.4%<br>1.4% | 15.6<br>4.6%<br>17.1% | 13.2<br>10.8%<br>14.5% | 2.1<br>4.9%<br>2.4% | 34.4<br>10.9%<br>37.9% | 49.3<br>12.8%<br>54.3% | 7.1<br>9.7%<br>7.8% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 373.7<br>48.1%<br>100.0% | 50.1<br>38.3%<br>13.4% | 323.6<br>50.1%<br>86.6% | 295.4<br>49.9%<br>79.1% | 32.7<br>26.1%<br>8.8% | 59.3<br>45.2%<br>16.0% | 3.1<br>33.4%<br>.8% | 150.6<br>44.9%<br>40.3% | 58.1<br>47.6%<br>15.5% | 25.0<br>57.8%<br>6.7% | 156.6<br>49.6%<br>41.9% | 177.2<br>45.9%<br>47.4% | 39.9<br>54.5%<br>10.7% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 123.1<br>15.8%<br>100.0% | 21.5<br>16.4%<br>17.4% | 101.6<br>15.7%<br>82.6% | 99.6<br>16.8%<br>81.0% | 25.0<br>20.0%<br>20.3% | 17.1<br>12.9%<br>13.9% | 2.0<br>21.1%<br>1.6% | 60.5<br>18.0%<br>49.1% | 22.6<br>18.5%<br>18.4% | 7.6<br>17.5%<br>6.2% | 47.9<br>15.2%<br>38.9% | 69.8<br>18.1%<br>56.7% | 5.4<br>7.3%<br>4.4% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 143.7<br>18.5%<br>100.0% | 30.0<br>22.9%<br>20.8% | 113.8<br>17.6%<br>79.2% | 108.1<br>18.3%<br>75.2% | 42.2<br>33.7%<br>29.3% | 19.7<br>14.9%<br>13.7% | 2.5<br>26.4%<br>1.7% | 75.4<br>22.5%<br>52.4% | 24.2<br>19.9%<br>16.9% | 8.5<br>19.7%<br>5.9% | 59.4<br>18.8%<br>41.3% | 66.0<br>17.1%<br>45.9% | 16.7<br>22.8%<br>11.6% |
| POST GRADUATE | 44-5 | 39.3<br>5.1%<br>100.0% | 10.1<br>7.7%<br>25.7% | 29.2<br>4.5%<br>74.3% | 26.9<br>4.5%<br>68.3% | 22.7<br>18.1%<br>57.6% | 5.5<br>4.2%<br>14.0% | .5<br>5.7%<br>1.4% | 31.8<br>9.5%<br>80.8% | 2.2<br>1.8%<br>5.6% | - | 16.0<br>5.1%<br>40.6% | 19.3<br>5.0%<br>49.0% | 4.1<br>5.6%<br>10.4% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8<br>.4%<br>100.0% | - | 2.8<br>.4%<br>100.0% | 1.8<br>.3%<br>63.6% | .8<br>.7%<br>30.5% | .8<br>.6%<br>23.3% | - | 1.5<br>.4%<br>52.6% | 1.4<br>1.1%<br>49.1% | *<br>.1%<br>1.1% | 1.4<br>.5%<br>51.4% | 1.3<br>.3%<br>48.6% | - |
| REFUSED | 44-0 | 1.6<br>.2%<br>100.0% | - | 1.6<br>.3%<br>100.0% | 1.6<br>.3%<br>100.0% | - | - | - | - | - | - | - | 1.6<br>.4%<br>100.0% | - |
| NOT STATED | 44-R | 1.6<br>.2%<br>100.0% | .2<br>.2%<br>14.7% | 1.4<br>.2%<br>85.3% | 1.3<br>.2%<br>81.0% | .3<br>.2%<br>19.0% | .2<br>.2%<br>14.7% | - | - | .4<br>.4%<br>27.8% | - | - | 1.5<br>.4%<br>100.0% | - |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6<br>100.0%<br>100.0% | 130.9<br>100.0%<br>16.9% | 645.8<br>99.9%<br>83.1% | 591.7<br>99.9%<br>76.2% | 125.2<br>100.0%<br>16.1% | 132.2<br>100.0%<br>17.0% | 9.3<br>100.0%<br>1.2% | 335.2<br>99.9%<br>43.2% | 122.1<br>100.1%<br>15.7% | 43.3<br>100.0%<br>5.6% | 315.6<br>100.1%<br>40.6% | 386.2<br>100.0%<br>49.7% | 73.2<br>99.9%<br>9.4% |

OCCUPATION OF RESPONDENT

TRAVEL BEHAVIOUR(NON-RESIDENTS)

| | | | PURPOSE | | | EXPERIENCE | |
|---|---|---|---|---|---|---|---|
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| PROFESSIONAL | 77-1 | 44.2<br>23.9%<br>100.0% | 33.3<br>27.1%<br>75.3% | 8.4<br>23.0%<br>19.0% | 6.0<br>23.9%<br>13.5% | 17.9<br>20.2%<br>40.6% | 26.3<br>27.4%<br>59.4% |
| BUSINESS EXECUTIVE | 77-2 | 24.4<br>13.2%<br>100.0% | 18.2<br>14.8%<br>74.9% | 2.3<br>6.4%<br>9.6% | 4.0<br>15.8%<br>16.3% | 13.2<br>14.8%<br>54.0% | 11.2<br>11.7%<br>46.0% |
| SALESPERSON | 77-3 | 9.2<br>5.0%<br>100.0% | 4.8<br>3.9%<br>52.5% | 2.3<br>6.4%<br>25.5% | 2.1<br>8.4%<br>23.0% | 3.4<br>3.8%<br>36.6% | 5.8<br>6.0%<br>63.4% |
| CLERICAL WORKER | 77-4 | 15.2<br>8.2%<br>100.0% | 10.6<br>8.7%<br>70.2% | 2.7<br>7.3%<br>17.6% | 1.6<br>7.4%<br>12.2% | 8.4<br>9.4%<br>55.2% | 6.7<br>7.0%<br>44.3% |
| SKILLED LABOURER | 77-5 | 34.5<br>18.7%<br>100.0% | 19.0<br>15.5%<br>55.2% | 5.9<br>16.1%<br>17.0% | 7.0<br>27.9%<br>20.3% | 17.3<br>19.5%<br>50.2% | 17.2<br>17.9%<br>49.8% |
| UNSKILLED LABOURER | 77-6 | 8.4<br>4.6%<br>100.0% | 5.6<br>4.6%<br>66.5% | 2.1<br>5.9%<br>25.4% | .2<br>.7%<br>2.2% | 5.3<br>6.0%<br>63.1% | 3.1<br>3.2%<br>36.9% |
| FARMER | 77-7 | 4.7<br>2.5%<br>100.0% | 2.2<br>1.8%<br>46.8% | 1.9<br>5.1%<br>39.6% | .4<br>1.8%<br>9.4% | 1.4<br>1.5%<br>29.1% | 3.3<br>3.5%<br>70.9% |
| HOMEMAKER | 77-8 | 5.3<br>2.9%<br>100.0% | 3.0<br>2.4%<br>56.5% | 1.6<br>4.4%<br>30.6% | .5<br>1.9%<br>9.1% | 2.7<br>3.1%<br>51.7% | 2.5<br>2.7%<br>48.3% |
| PENSIONED AND RETIRED | 77-9 | 1.0<br>.5%<br>100.0% | .7<br>.6%<br>70.7% | .3<br>.8%<br>29.3% | - | .6<br>.7%<br>60.7% | .4<br>.4%<br>39.3% |
| UNEMPLOYED | 77-0 | 2.9<br>1.6%<br>100.0% | 2.3<br>1.9%<br>79.8% | .6<br>1.6%<br>20.2% | - | .9<br>1.0%<br>29.4% | 2.1<br>2.1%<br>70.6% |
| STUDENT | 77-X | 28.3<br>15.3%<br>100.0% | 19.6<br>16.0%<br>69.4% | 7.1<br>19.4%<br>25.0% | 1.0<br>4.0%<br>3.5% | 15.2<br>17.2%<br>53.8% | 13.1<br>13.6%<br>46.2% |

CONTINUED

OCCUPATION OF RESPONDENT

| | | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| ARMED FORCES | 77-R | 2.4 | .2 | .1 | 2.1 | .1 | 2.3 |
| | | 1.3% | .2% | .3% | 8.2% | .1% | 2.4% |
| | | 100.0% | 8.1% | 4.5% | 85.4% | 4.9% | 95.1% |
| NOT STATED/REFUSED | 78-R | 4.4 | 3.2 | 1.2 | - | 2.4 | 2.0 |
| | | 2.4% | 2.6% | 3.2% | | 2.7% | 2.1% |
| | | 100.0% | 73.4% | 26.6% | | 54.8% | 45.2% |
| BASE: SKI DAYS (000'S) | | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
| | | 100.1% | 100.1% | 99.9% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |
| LEVEL OF EDUCATION | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 3.2 | 2.1 | 1.0 | * | 2.4 | .8 |
| | | 1.7% | 1.7% | 2.8% | .2% | 2.7% | .8% |
| | | 100.0% | 66.6% | 32.2% | 1.3% | 74.9% | 25.1% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 54.7 | 36.6 | 11.1 | 4.2 | 27.2 | 27.5 |
| | | 29.6% | 29.8% | 30.5% | 16.6% | 30.7% | 28.7% |
| | | 100.0% | 66.9% | 20.3% | 7.6% | 49.8% | 50.2% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 40.6 | 26.6 | 6.9 | 6.3 | 17.8 | 22.9 |
| | | 22.0% | 21.7% | 18.9% | 25.0% | 20.0% | 23.8% |
| | | 100.0% | 65.6% | 17.0% | 15.4% | 43.7% | 56.3% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 56.5 | 35.1 | 12.4 | 9.5 | 29.0 | 27.4 |
| | | 30.6% | 28.5% | 34.1% | 38.1% | 32.7% | 28.6% |
| | | 100.0% | 62.1% | 22.0% | 16.9% | 51.4% | 48.6% |
| POST GRADUATE | 44-5 | 26.6 | 20.5 | 3.8 | 5.1 | 11.4 | 15.1 |
| | | 14.4% | 16.6% | 10.4% | 20.2% | 12.8% | 15.7% |
| | | 100.0% | 77.0% | 14.2% | 19.1% | 42.9% | 56.8% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | 1.6 | 1.2 | - | .7 | 2.1 |
| | | 1.5% | 1.3% | 3.3% | | .8% | 2.2% |
| | | 100.0% | 56.1% | 43.9% | | 24.9% | 75.1% |
| NOT STATED | 44-R | .4 | .4 | - | - | .2 | .2 |
| | | .2% | .4% | | | .3% | .2% |
| | | 100.0% | 100.0% | | | 52.7% | 47.3% |
| BASE: SKI DAYS (000'S) | | 184.8 | 122.9 | 36.4 | 25.1 | 88.7 | 96.0 |
| | | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 66.5% | 19.7% | 13.6% | 48.0% | 51.9% |

```
                            OCCUPATION OF RESPONDENT

                                   #========================================SKIER PROFILE==========================================#
                                         +----------SKILL------------++-------------------------------AGE------------------------------+
                                    GRAND BEGIN- INTER-  AD-             12-17  18-24  25-29  30-34  35-39  40-44  45-49  50-54   55+
                                    TOTAL    NER MEDIATE VANCED EXPERT  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS  YEARS

PROFESSIONAL              77-1      268.5   22.2  129.9  100.3   15.5      -    52.9   62.2   61.0   32.3   46.8    3.9    5.0    4.2
                                    15.2%  12.6%  15.8%  16.4%  10.3%          10.4%  20.6%  40.6%  22.6%  54.4%  19.4%  18.3%  16.3%
                                   100.0%   8.3%  48.4%  37.4%   5.8%          19.7%  23.2%  22.7%  12.0%  17.4%   1.5%   1.8%   1.6%

BUSINESS EXECUTIVE        77-2      132.5   10.7   58.8   41.5   21.5      -    39.3   14.5   15.1   26.9    8.9    6.8    8.1   12.9
                                     7.5%   6.1%   7.1%   6.8%  14.3%           7.8%   4.8%  10.0%  18.8%  10.3%  33.8%  30.1%  49.9%
                                   100.0%   8.1%  44.4%  31.3%  16.2%          29.7%  10.9%  11.4%  20.3%   6.7%   5.2%   6.1%   9.9%

SALESPERSON               77-3       89.7    7.0   45.7   31.0    6.0     .8    31.8   22.9   11.2   19.5     .9    1.9      -     .3
                                     5.1%   4.0%   5.5%   5.1%   4.0%    .2%   6.3%   7.6%   7.4%  13.6%   1.0%   9.6%          1.2%
                                   100.0%   7.8%  50.9%  34.5%   6.7%    .8%  35.5%  25.6%  12.5%  21.7%   1.0%   2.2%           .4%

CLERICAL WORKER           77-4      146.7   19.0   59.4   58.7    9.7    6.5   52.9   59.5   10.2    3.9   11.7     .6     .6     .4
                                     8.3%  10.8%   7.2%   9.6%   6.4%   1.3%  10.4%  19.7%   6.8%   2.7%  13.6%   3.1%   2.2%   1.4%
                                   100.0%  12.9%  40.5%  40.0%   6.6%   4.4%  36.1%  40.6%   6.9%   2.7%   8.0%    .4%    .4%    .3%

SKILLED LABOURER          77-5      281.0   22.3  118.0   75.5   65.3   11.0  108.2   91.3   25.3   26.8    3.6    3.2    8.0    2.8
                                    15.9%  12.7%  14.3%  12.3%  43.4%   2.2%  21.4%  30.2%  16.8%  18.8%   4.2%  15.6%  29.6%  10.9%
                                   100.0%   7.9%  42.0%  26.9%  23.2%   3.9%  38.5%  32.5%   9.0%   9.5%   1.3%   1.1%   2.9%   1.0%

UNSKILLED LABOURER        77-6       73.6    2.8   34.1   31.2    5.4   19.4   37.6    4.2    3.3    8.1     .1     .9      -      -
                                     4.2%   1.6%   4.1%   5.1%   3.6%   3.9%   7.4%   1.4%   2.2%   5.6%    .2%   4.7%
                                   100.0%   3.9%  46.3%  42.5%   7.4%  26.3%  51.1%   5.7%   4.5%  11.0%    .2%   1.3%

FARMER                    77-7       44.7    1.4   28.4    8.0    6.8      -    12.8    7.8    2.6    4.8    9.4     .1    2.5    4.1
                                     2.5%    .8%   3.4%   1.3%   4.5%           2.5%   2.6%   1.7%   3.4%  11.0%    .5%   9.4%  15.7%
                                   100.0%   3.2%  63.5%  18.0%  15.3%          28.7%  17.6%   5.9%  10.7%  21.1%    .2%   5.7%   9.1%

HOMEMAKER                 77-8       45.9    9.1   26.1   10.7      -      -      -     7.6   16.9   13.9    2.8    2.1    2.6      *
                                     2.6%   5.2%   3.2%   1.8%                         2.5%  11.2%   9.7%   3.3%  10.2%   9.5%    .2%
                                   100.0%  19.8%  56.8%  23.4%                        16.7%  36.7%  30.2%   6.2%   4.5%   5.6%    .1%

PENSIONED AND RETIRED     77-9        1.0      *     .7     .3      -      -      -      -      -      -      -      -      -    1.0
                                      .1%      *    .1%      *                                                                3.8%
                                   100.0%    .4%  71.6%  28.0%                                                              100.0%

UNEMPLOYED                77-0       27.5    4.7    9.5   12.0    1.0    3.1   18.2    3.0    3.2      -      -      -      -      -
                                     1.6%   2.7%   1.2%   2.0%    .7%    .6%   3.6%   1.0%   2.1%
                                   100.0%  17.2%  34.6%  43.6%   3.6%  11.3%  65.9%  11.1%  11.7%

STUDENT                   77-X      628.3   71.4  305.5  238.8   12.6  458.4  152.0   17.0     .4     .2      -      -      -      -
                                    35.6%  40.7%  37.1%  39.0%   8.3%  91.7%  30.0%   5.6%    .3%    .1%
                                   100.0%  11.4%  48.6%  38.0%   2.0%  73.0%  24.2%   2.7%    .1%      *

         CONTINUED
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## OCCUPATION OF RESPONDENT

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| ARMED FORCES | 77-R | 8.2 | 4.5 | .9 | 2.9 | - | - | .2 | 1.1 | .4 | 6.4 | - | - | - | - |
| | | .5% | 2.5% | .1% | .5% | | | * | .4% | .3% | 4.5% | | | | |
| | | 100.0% | 54.4% | 9.7% | 35.9% | | | 2.6% | 13.6% | 5.1% | 78.5% | | | | |
| NOT STATED/REFUSED | 78-R | 16.1 | .5 | 7.6 | 1.4 | 6.7 | .7 | 1.1 | 10.6 | .8 | .1 | 1.8 | .6 | .2 | .1 |
| | | .9% | .3% | .9% | .2% | 4.4% | .1% | .2% | 3.5% | .5% | .1% | 2.1% | 3.1% | .9% | .5% |
| | | 100.0% | 3.0% | 47.1% | 8.5% | 41.4% | 4.1% | 6.9% | 66.1% | 5.1% | .5% | 11.1% | 3.8% | 1.4% | .9% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.0% | 100.0% | 100.0% | 100.1% | 99.9% | 100.0% | 100.0% | 99.9% | 99.9% | 99.9% | 100.1% | 100.0% | 100.0% | 99.9% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |
| LEVEL OF EDUCATION | | | | | | | | | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4 | 34.3 | 121.2 | 82.9 | - | 226.7 | 3.7 | .9 | .3 | 2.6 | .2 | 1.3 | 2.6 | .1 |
| | | 13.5% | 19.5% | 14.7% | 13.5% | | 45.4% | .7% | .3% | .2% | 1.8% | .2% | 6.6% | 9.4% | .5% |
| | | 100.0% | 14.4% | 50.8% | 34.8% | | 95.1% | 1.5% | .4% | .1% | 1.1% | .1% | .6% | 1.1% | .1% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8 | 87.6 | 402.1 | 268.0 | 75.8 | 270.1 | 268.2 | 114.9 | 49.1 | 63.7 | 24.4 | 11.2 | 13.3 | 17.5 |
| | | 47.3% | 49.9% | 48.8% | 43.8% | 50.4% | 54.0% | 52.9% | 38.0% | 32.6% | 44.5% | 28.3% | 55.2% | 49.3% | 67.7% |
| | | 100.0% | 10.5% | 48.2% | 32.1% | 9.1% | 32.4% | 32.2% | 13.8% | 5.9% | 7.6% | 2.9% | 1.3% | 1.6% | 2.1% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3 | 24.6 | 110.5 | 115.6 | 43.5 | .1 | 151.9 | 80.4 | 23.0 | 16.9 | 12.2 | 1.0 | 5.6 | 2.5 |
| | | 16.7% | 14.0% | 13.4% | 18.9% | 28.9% | * | 30.0% | 26.6% | 15.3% | 11.8% | 14.2% | 4.7% | 20.6% | 9.6% |
| | | 100.0% | 8.4% | 37.6% | 39.3% | 14.8% | * | 51.6% | 27.3% | 7.8% | 5.7% | 4.2% | .3% | 1.9% | .8% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5 | 27.1 | 140.5 | 122.0 | 25.3 | - | 67.3 | 84.2 | 59.6 | 50.1 | 41.2 | 3.5 | 5.1 | 4.5 |
| | | 17.9% | 15.4% | 17.0% | 19.9% | 16.8% | | 13.3% | 27.9% | 39.6% | 35.0% | 47.9% | 17.1% | 18.8% | 17.3% |
| | | 100.0% | 8.6% | 44.6% | 38.7% | 8.0% | | 21.3% | 26.7% | 18.9% | 15.9% | 13.1% | 1.1% | 1.6% | 1.4% |
| POST GRADUATE | 44-5 | 73.6 | 1.6 | 46.2 | 22.3 | 3.5 | - | 14.7 | 20.7 | 17.9 | 9.5 | 6.1 | 3.3 | .3 | 1.1 |
| | | 4.2% | .9% | 5.6% | 3.6% | 2.3% | | 2.9% | 6.9% | 11.9% | 6.7% | 7.1% | 16.4% | 1.0% | 4.3% |
| | | 100.0% | 2.2% | 62.7% | 30.4% | 4.7% | | 19.9% | 29.1% | 24.4% | 12.9% | 8.2% | 4.5% | .4% | 1.5% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8 | .4 | 1.5 | .8 | .2 | - | .9 | .8 | .5 | .3 | .3 | - | - | - |
| | | .2% | .2% | .2% | .1% | .1% | | .2% | .3% | .3% | .2% | .3% | | | |
| | | 100.0% | 13.7% | 52.6% | 28.3% | 5.5% | | 34.2% | 28.6% | 17.3% | 9.5% | 10.5% | | | |
| REFUSED | 44-0 | 2.0 | - | 2.0 | - | - | - | .3 | - | - | - | 1.6 | - | - | - |
| | | .1% | | .2% | | | | .1% | | | | 1.9% | | | |
| | | 100.0% | | 100.0% | | | | 15.8% | | | | 84.2% | | | |
| NOT STATED | 44-R | 3.3 | - | .4 | .7 | 2.2 | 2.9 | - | .1 | - | - | - | - | .2 | .1 |
| | | .2% | | * | .1% | 1.5% | .6% | | * | | | | | .9% | .5% |
| | | 100.0% | | 11.3% | 21.0% | 67.7% | 86.6% | | 2.1% | | | | | 7.1% | 4.2% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.1% | 99.9% | 99.9% | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

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                              OCCUPATION OF RESPONDENT

                                #==========================================SKIER PROFILE==========================================#
                                  +------------------RESIDENT AGE-------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                 GRAND  TOTAL  12-17  18-24  25-29  30-34  35-39   40+
                                 TOTAL  RES.   YEARS  YEARS  YEARS  YEARS  YEARS  YEARS    MALE FEMALE  UPPER MIDDLF LOWER STUDENT

 PROFESSIONAL            77-1    269.5  224.2      -   45.7   49.5   51.8   26.3   51.1  157.0  111.5  216.4   36.2      -       -
                                 15.2%  14.2%         10.2%  19.5%  40.6%  20.6%  39.2%  14.2%  17.0%  72.9%   8.8%
                                100.0%  83.5%         17.0%  18.4%  19.3%   9.8%  19.0%  58.5%  41.5%  80.6%  13.5%

 BUSINESS EXECUTIVE      77-2    132.5  108.2      -   36.0    7.1   11.0   24.5   29.6  110.7   21.9   39.4   63.4      -       -
                                  7.5%   6.9%          8.0%   2.8%   8.6%  19.2%  22.3%  10.0%   3.3%  13.3%  15.4%
                                100.0%  81.6%         27.1%   5.4%   8.3%  18.5%  22.4%  83.5%  16.5%  29.7%  47.8%

 SALESPERSON             77-3     89.7   80.5     .8   30.1   18.7   10.8   18.2    1.6   62.1   27.6   13.4   51.7     .6       -
                                  5.1%   5.1%    .2%   6.7%   7.4%   8.5%  14.3%   1.2%   5.6%   4.2%   4.5%  12.6%    .3%
                                100.0%  89.8%    .8%  33.6%  20.9%  12.0%  20.3%   1.8%  69.2%  30.8%  14.9%  57.7%    .7%

 CLERICAL WORKER         77-4    146.7  131.5    6.5   48.9   55.4    8.2    2.3   10.2   35.7  111.0   21.0   85.3   13.9       -
                                  8.3%   8.3%   1.3%  10.9%  21.8%   6.5%   1.8%   7.8%   3.2%  16.9%   7.1%  20.9%   6.9%
                                100.0%  89.7%   4.4%  33.3%  37.8%   5.6%   1.6%   7.0%  24.3%  75.7%  14.3%  58.2%   9.5%

 SKILLED LABOURER        77-5    281.0  246.5   11.0   91.2   82.2   21.1   26.0   14.5  208.6   72.4      -  105.1  154.4       -
                                 15.9%  15.6%   2.3%  20.4%  32.3%  16.6%  20.4%  11.1%  18.8%  11.0%         25.6%  77.0%
                                100.0%  87.7%   3.9%  32.5%  29.2%   7.5%   9.2%   5.2%  74.3%  25.7%         37.4%  55.0%

 UNSKILLED LABOURER      77-6     73.6   65.1   19.4   30.5    3.3    2.9    8.1     .9   59.8   13.8      -   28.1   29.2       -
                                  4.2%   4.1%   3.9%   6.8%   1.3%   2.3%   6.3%    .7%   5.4%   2.1%          6.9%  14.5%
                                100.0%  88.5%  26.3%  41.5%   4.5%   4.0%  11.0%   1.3%  81.3%  18.7%         38.3%  39.7%

 FARMER                  77-7     44.7   40.0      -   12.1    6.7    1.6    4.5   15.1   41.6    3.0    6.7   34.5      -       -
                                  2.5%   2.5%          2.7%   2.6%   1.3%   3.5%  11.6%   3.8%    .5%   2.2%   8.4%
                                100.0%  89.5%         27.1%  15.1%   3.6%  10.1%  33.8%  93.2%   6.8%  14.9%  77.2%

 HOMEMAKER               77-8     45.9   40.6      -      -    5.6   16.5   13.1    5.5      -   45.9      -      -      -       -
                                  2.6%   2.6%                 2.2%  13.0%  10.3%   4.2%          7.0%
                                100.0%  88.5%                12.1%  36.0%  28.4%  12.0%        100.0%

 PENSIONED AND RETIRED   77-9      1.0      -      -      -      -      -      -      -    1.0      -      -     .4     .3       -
                                   .1%                                                    .1%                   .1%    .1%
                                100.0%                                                 100.0%                 42.1%  28.9%

 UNEMPLOYED              77-0     27.5   24.6    3.1   16.8    1.6    3.1      -      -   17.8    9.7      -      -      -       -
                                  1.6%   1.6%    .6%   3.8%    .6%   2.4%                 1.6%   1.5%
                                100.0%  89.4%  11.3%  61.1%   5.8%  11.3%                64.7%  35.3%

 STUDENT                 77-X    628.3  600.0  449.6  136.3   13.8      -      -      -  391.4  236.8      -      -      -   628.3
                                 35.6%  38.0%  91.7%  30.4%   5.4%                       35.4%  36.1%                       100.0%
                                100.0%  95.5%  71.6%  21.7%   2.2%                       62.3%  37.7%                       100.0%


          CONTINUED
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OCCUPATION OF RESPONDENT

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| ARMED FORCES | 77-R | 8.2<br>.5%<br>100.0% | 5.8<br>.4%<br>70.5% | - | - | .9<br>.4%<br>11.5% | .4<br>.3%<br>5.0% | 4.4<br>3.5%<br>54.0% | - | 3.2<br>.7%<br>100.0% | - | - | 6.0<br>1.5%<br>73.0% | 2.2<br>1.1%<br>27.0% | - |
| NOT STATED/REFUSED | 78-R | 16.1<br>.9%<br>100.0% | 11.7<br>.7%<br>72.5% | - | .5<br>.1%<br>3.2% | 9.5<br>3.7%<br>59.1% | - | - | 1.6<br>1.3%<br>10.2% | 13.1<br>1.2%<br>81.6% | 3.0<br>.5%<br>18.4% | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 490.4<br>100.0%<br>27.8% | 448.1<br>100.0%<br>25.4% | 254.4<br>100.0%<br>14.4% | 127.4<br>100.1%<br>7.2% | 127.3<br>99.9%<br>7.2% | 130.2<br>99.9%<br>7.4% | 1107.1<br>100.0%<br>62.8% | 656.5<br>100.1%<br>37.2% | 296.9<br>100.0%<br>16.8% | 410.8<br>100.1%<br>23.3% | 200.6<br>99.9%<br>11.4% | 628.3<br>100.0%<br>35.6% |
| LEVEL OF EDUCATION | | | | | | | | | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4<br>13.5%<br>100.0% | 235.3<br>14.9%<br>98.7% | 225.0<br>45.9%<br>94.4% | 3.6<br>.8%<br>1.5% | .5<br>.2%<br>.2% | - | 2.6<br>2.0%<br>1.1% | 3.6<br>2.8%<br>1.5% | 129.8<br>11.7%<br>54.4% | 108.6<br>16.5%<br>45.6% | - | 3.7<br>.9%<br>1.6% | 10.9<br>5.4%<br>4.6% | 213.9<br>34.0%<br>89.7% |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8<br>47.3%<br>100.0% | 779.1<br>49.3%<br>93.4% | 262.5<br>53.5%<br>31.5% | 245.2<br>54.7%<br>29.4% | 106.4<br>41.8%<br>12.8% | 45.6<br>35.8%<br>5.5% | 60.5<br>47.5%<br>7.2% | 58.5<br>44.9%<br>7.0% | 572.4<br>51.7%<br>68.6% | 261.4<br>39.8%<br>31.4% | - | 249.5<br>60.7%<br>29.9% | 177.5<br>88.5%<br>21.3% | 286.0<br>45.5%<br>34.3% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3<br>16.7%<br>100.0% | 253.7<br>16.1%<br>86.2% | - | 132.1<br>29.5%<br>44.9% | 70.9<br>27.9%<br>24.1% | 19.0<br>14.9%<br>6.5% | 13.7<br>10.8%<br>4.7% | 17.3<br>13.3%<br>5.9% | 178.8<br>16.2%<br>60.8% | 115.5<br>17.6%<br>39.2% | 38.1<br>12.8%<br>12.9% | 92.1<br>22.4%<br>31.3% | 11.7<br>5.8%<br>4.0% | 113.8<br>18.1%<br>38.7% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5<br>17.9%<br>100.0% | 259.0<br>16.4%<br>82.1% | - | 53.5<br>11.9%<br>17.0% | 63.6<br>25.0%<br>20.2% | 51.9<br>40.7%<br>16.5% | 45.7<br>35.9%<br>14.5% | 44.2<br>33.9%<br>14.0% | 159.3<br>14.4%<br>50.5% | 156.2<br>23.8%<br>49.5% | 204.9<br>69.0%<br>65.0% | 50.5<br>12.3%<br>16.0% | - | 9.2<br>1.5%<br>2.9% |
| POST GRADUATE | 44-5 | 73.6<br>4.2%<br>100.0% | 47.0<br>3.0%<br>63.9% | - | 13.4<br>3.0%<br>18.2% | 12.9<br>5.1%<br>17.6% | 10.9<br>8.6%<br>14.8% | 4.8<br>3.8%<br>6.6% | 5.0<br>3.8%<br>6.8% | 60.6<br>5.5%<br>82.3% | 13.0<br>2.0%<br>17.7% | 53.5<br>18.0%<br>72.7% | 13.2<br>3.2%<br>17.9% | - | 2.5<br>.4%<br>3.4% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8<br>.2%<br>100.0% | - | - | - | - | - | - | - | 2.6<br>.2%<br>93.6% | .2<br>*<br>6.4% | .4<br>.1%<br>15.8% | 1.8<br>.4%<br>65.0% | .5<br>.3%<br>19.2% | - |
| REFUSED | 44-0 | 2.0<br>.1%<br>100.0% | 2.0<br>.1%<br>100.0% | - | .3<br>.1%<br>15.8% | - | - | - | 1.6<br>1.3%<br>84.2% | .3<br>*<br>15.8% | 1.6<br>.3%<br>84.2% | - | - | - | - |
| NOT STATED | 44-R | 3.3<br>.2%<br>100.0% | 2.9<br>.2%<br>86.6% | 2.9<br>.6%<br>86.6% | - | - | - | - | - | 3.3<br>.3%<br>100.0% | - | - | - | - | 2.9<br>.5%<br>86.6% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.1%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 490.4<br>100.0%<br>27.8% | 448.1<br>100.0%<br>25.4% | 254.4<br>100.0%<br>14.4% | 127.4<br>100.0%<br>7.2% | 127.3<br>100.0%<br>7.2% | 130.2<br>100.0%<br>7.4% | 1107.1<br>100.0%<br>62.8% | 656.5<br>100.0%<br>37.2% | 296.9<br>99.9%<br>16.8% | 410.8<br>99.9%<br>23.3% | 200.6<br>100.0%<br>11.4% | 628.3<br>100.0%<br>35.6% |

OCCUPATION OF RESPONDENT

| | | SKIER PROFILE | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| PROFESSIONAL | 77-1 | 268.5<br>15.2%<br>100.0% | 48.3<br>34.1%<br>18.0% | 86.0<br>19.5%<br>32.0% | 42.3<br>23.2%<br>15.8% | 55.4<br>11.1%<br>20.7% | 14.5<br>5.0%<br>5.4% | 16.7<br>16.8%<br>6.2% | 3.7<br>10.4%<br>1.4% | - | 1.3<br>25.8%<br>.5% |
| BUSINESS EXECUTIVE | 77-2 | 132.5<br>7.5%<br>100.0% | 7.2<br>5.1%<br>5.4% | 40.1<br>9.1%<br>30.2% | 13.3<br>7.3%<br>10.0% | 35.4<br>7.1%<br>26.7% | 7.1<br>2.4%<br>5.3% | 9.7<br>9.8%<br>7.3% | 18.9<br>53.1%<br>14.2% | - | .7<br>15.2%<br>.6% |
| SALESPERSON | 77-3 | 89.7<br>5.1%<br>100.0% | 26.6<br>18.8%<br>29.7% | 28.5<br>6.4%<br>31.8% | 3.5<br>1.9%<br>3.9% | 5.5<br>1.1%<br>6.1% | 1.6<br>.5%<br>1.8% | 21.4<br>21.5%<br>23.8% | 1.3<br>3.6%<br>1.4% | - | 1.4<br>29.0%<br>1.6% |
| CLERICAL WORKER | 77-4 | 146.7<br>8.3%<br>100.0% | 6.1<br>4.3%<br>4.1% | 81.4<br>18.4%<br>55.5% | 26.3<br>14.4%<br>17.9% | 9.9<br>2.0%<br>6.7% | 9.8<br>3.4%<br>6.7% | 8.5<br>8.5%<br>5.8% | 1.0<br>2.8%<br>.7% | - | - |
| SKILLED LABOURER | 77-5 | 281.0<br>15.9%<br>100.0% | 30.3<br>21.3%<br>10.8% | 136.5<br>30.9%<br>48.6% | 14.2<br>7.8%<br>5.1% | 44.6<br>8.9%<br>15.9% | 20.0<br>6.9%<br>7.1% | 26.3<br>26.5%<br>9.4% | 5.8<br>16.3%<br>2.1% | - | .4<br>8.9%<br>.2% |
| UNSKILLED LABOURER | 77-6 | 73.6<br>4.2%<br>100.0% | 2.4<br>1.7%<br>3.2% | 19.5<br>4.4%<br>26.5% | 2.8<br>1.5%<br>3.8% | 19.1<br>3.8%<br>26.0% | 15.2<br>5.3%<br>20.7% | 13.6<br>13.7%<br>18.5% | .9<br>2.7%<br>1.3% | - | - |
| FARMER | 77-7 | 44.7<br>2.5%<br>100.0% | 2.7<br>1.9%<br>5.9% | 2.2<br>.5%<br>4.9% | 8.9<br>4.9%<br>20.0% | 10.0<br>2.0%<br>22.5% | 13.4<br>4.6%<br>29.9% | 3.1<br>3.1%<br>6.9% | 4.0<br>11.2%<br>8.9% | - | .4<br>9.3%<br>1.0% |
| HOMEMAKER | 77-8 | 45.9<br>2.6%<br>100.0% | .5<br>.4%<br>1.2% | .5<br>.1%<br>1.2% | 16.5<br>9.1%<br>36.0% | 22.2<br>4.4%<br>48.4% | .8<br>.3%<br>1.7% | - | - | 2.8<br>66.2%<br>6.2% | - |
| PENSIONED AND RETIRED | 77-9 | 1.0<br>.1%<br>100.0% | - | - | - | - | - | - | - | .8<br>18.7%<br>82.3% | - |
| UNEMPLOYED | 77-0 | 27.5<br>1.6%<br>100.0% | .8<br>.6%<br>3.0% | 12.2<br>2.8%<br>44.5% | .3<br>.2%<br>1.1% | 3.1<br>.6%<br>11.3% | 5.9<br>2.0%<br>21.4% | - | - | .6<br>15.1%<br>2.3% | - |
| STUDENT | 77-X | 628.3<br>35.6%<br>100.0% | 13.8<br>9.7%<br>2.2% | 23.4<br>5.3%<br>3.7% | 53.1<br>29.1%<br>8.4% | 290.1<br>57.9%<br>46.2% | 201.0<br>69.5%<br>32.0% | - | - | - | .3<br>6.8%<br>.1% |

CONTINUED

OCCUPATION OF RESPONDENT

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| ARMED FORCES | 77-R | 8.2<br>.5%<br>100.0% | 2.2<br>1.6%<br>27.1% | .2<br>*<br>2.0% | .4<br>.2%<br>5.0% | 4.5<br>.9%<br>54.3% | - | - | - | - | *<br>.3%<br>.2% |
| NOT STATED/REFUSED | 78-R | 16.1<br>.9%<br>100.0% | 1.1<br>.8%<br>6.9% | 11.2<br>2.5%<br>69.8% | .8<br>.5%<br>5.3% | 1.2<br>.2%<br>7.7% | .2<br>.1%<br>1.1% | - | - | - | .2<br>4.8%<br>1.4% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.3%<br>8.0% | 441.9<br>99.9%<br>25.1% | 182.5<br>100.1%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>99.9%<br>5.6% | 35.6<br>100.1%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.1%<br>.3% |
| LEVEL OF EDUCATION | | | | | | | | | | | |
| SOME OR COMPLETED GRADE SCHOOL | 44-1 | 238.4<br>13.5%<br>100.0% | .6<br>.4%<br>.2% | 4.2<br>1.0%<br>1.8% | 16.4<br>9.0%<br>6.9% | 146.8<br>29.3%<br>61.6% | 68.6<br>23.7%<br>28.8% | 1.3<br>1.3%<br>.5% | - | .1<br>3.2%<br>.1% | - |
| SOME OR COMPLETED HIGH SCHOOL | 44-2 | 833.8<br>47.3%<br>100.0% | 37.4<br>26.3%<br>4.5% | 192.3<br>43.5%<br>23.1% | 71.3<br>39.0%<br>8.5% | 235.3<br>47.0%<br>28.2% | 180.2<br>62.3%<br>21.6% | 59.6<br>60.1%<br>7.2% | 24.5<br>69.0%<br>2.9% | 3.4<br>79.5%<br>.4% | 2.5<br>51.7%<br>.3% |
| SOME COLLEGE OR UNIVERSITY | 44-3 | 294.3<br>16.7%<br>100.0% | 19.6<br>13.8%<br>6.6% | 106.5<br>24.1%<br>36.2% | 47.8<br>26.2%<br>16.2% | 50.3<br>10.0%<br>17.1% | 22.5<br>7.8%<br>7.6% | 12.2<br>12.3%<br>4.1% | 6.4<br>18.0%<br>2.2% | .1<br>2.3%<br>* | .7<br>13.4%<br>.2% |
| COMPLETED COLLEGE OR UNIVERSITY | 44-4 | 315.5<br>17.9%<br>100.0% | 66.8<br>47.1%<br>21.2% | 106.3<br>24.0%<br>33.7% | 36.9<br>20.2%<br>11.7% | 60.3<br>12.0%<br>19.1% | 12.7<br>4.4%<br>4.0% | 23.3<br>23.5%<br>7.4% | 3.9<br>11.0%<br>1.2% | .6<br>14.0%<br>.2% | .8<br>16.9%<br>.3% |
| POST GRADUATE | 44-5 | 73.6<br>4.2%<br>100.0% | 17.4<br>12.3%<br>23.7% | 29.9<br>6.8%<br>40.7% | 9.0<br>4.9%<br>12.3% | 8.1<br>1.6%<br>11.0% | 2.5<br>.9%<br>3.4% | 2.7<br>2.7%<br>3.7% | .7<br>2.1%<br>1.0% | *<br>1.0%<br>.1% | .6<br>13.1%<br>.9% |
| OTHER POST HIGH SCHOOL TRAINING | 44-6 | 2.8<br>.2%<br>100.0% | .2<br>.2%<br>7.8% | 1.0<br>.2%<br>37.4% | 1.2<br>.7%<br>43.3% | .2<br>*<br>7.8% | - | .1<br>.1%<br>3.8% | - | - | - |
| REFUSED | 44-0 | 2.0<br>.1%<br>100.0% | - | 1.6<br>.4%<br>84.2% | - | - | - | - | - | - | - |
| NOT STATED | 44-R | 3.3<br>.2%<br>100.0% | - | - | - | - | 2.9<br>1.0%<br>86.6% | - | - | - | .2<br>4.8%<br>7.1% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.1%<br>100.0% | 141.9<br>100.1%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>99.9%<br>28.4% | 289.4<br>100.1%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.1%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>99.9%<br>.3% |

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                    TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES                                          QUESTION G
                        *===============================SKIER ORIGIN==================================*
                              *...............................RESIDENTS...............................*
                                   *....... ........ ........  ALBERTA ........ ........ ........ .......*
                                                                                     OTHER      REGI-      HINT-
                           GRAND              CAL.&      CAL.       EDM.&      EDM. &     MAJOR       ONAL     ERLAND
                           TOTAL     TOTAL     REG.      METRO       OMC       REGION     CENTRE      MRKT.      MRKT.

UNDER $25,000         48-1  216.8     175.6      70.8      55.5       61.8       39.8       22.0       30.2       12.8
                             12.3%     11.1%     10.4%      9.0%      10.3%       8.3%      17.7%      14.3%      14.7%
                            100.0%     81.0%     32.7%     25.6%      29.5%      18.4%      10.2%      13.9%       5.9%

$25,000 TO $40,000    48-2  523.5     470.2     211.4     201.3      159.9      109.9       50.0       74.7       24.1
                             29.7%     29.8%     31.1%     32.8%      26.6%      23.0%      40.1%      35.4%      27.9%
                            100.0%     89.8%     40.4%     38.4%      30.5%      21.0%       9.5%      14.3%       4.6%

OVER $40,000          48-3  565.0     492.7     212.2     191.1      216.8      135.9       30.9       38.5       25.1
                             32.0%     31.2%     31.2%     31.2%      36.0%      38.9%      24.8%      18.3%      29.0%
                            100.0%     87.2%     37.6%     33.8%      33.4%      32.9%       5.5%       6.8%       4.4%

REFUSED               48-0   69.0      63.8      36.4      28.6       18.7       11.5        6.8        8.8          -
                              3.9%      4.0%      5.4%      4.7%       3.1%       2.5%       5.4%       4.2%
                            100.0%     92.5%     52.7%     41.4%      27.0%      17.2%       9.8%      12.7%

DON'T KNOW            48-X  385.7     376.7     148.4     136.8      144.9      130.0       14.9       58.8       24.6
                             21.9%     23.9%     21.8%     22.3%      24.1%      27.2%      11.9%      27.9%      28.4%
                            100.0%     97.7%     38.5%     35.5%      37.6%      33.7%       3.9%      15.2%       6.4%

BASE: SKI DAYS (000'S)     1763.7    1578.9     679.2     613.3      602.1      477.6      124.6      210.9       85.6
                             99.8%    100.0%     99.9%    100.0%     100.1%      99.9%      99.9%     100.1%     100.0%
                            100.0%     89.5%     38.5%     34.8%      34.1%      27.1%       7.1%      12.0%       4.9%


                    SOCIO-ECONOMIC STATUS

UPPER                 13-1  295.9     241.9     102.4      91.2      110.8       96.0       14.8       15.7       13.0
                             16.8%     15.3%     15.1%     14.9%      18.4%      20.1%      11.9%       7.5%      15.0%
                            100.0%     81.5%     34.5%     30.7%      37.3%      32.3%       5.0%       5.3%       4.4%

MIDDLE                13-2  410.8     356.7     164.5     149.7      130.3       82.3       48.0       42.9       19.0
                             23.3%     22.6%     24.2%     24.4%      21.6%      17.2%      38.6%      20.3%      22.0%
                            100.0%     86.8%     40.0%     36.4%      31.7%      20.0%      11.7%      10.4%       4.6%

LOWER                 13-3  200.6     175.4      62.3      49.7       78.1       50.4       27.7       17.6       17.4
                             11.4%     11.1%      9.2%      8.1%      13.0%      10.6%      22.2%       8.3%      20.1%
                            100.0%     87.4%     31.0%     24.8%      38.9%      25.1%      13.8%       8.8%       8.7%

STUDENT               13-4  628.3     600.0     255.5     243.0      216.0      196.8       19.1      100.3       28.3
                             35.6%     38.0%     37.6%     39.6%      35.9%      41.2%      15.4%      47.5%      32.6%
                            100.0%     95.5%     40.7%     38.7%      34.4%      31.3%       3.0%      16.0%       4.5%

MISSING VALUES        13-R  227.0     204.9      94.6      79.7       67.0       52.1       14.9       34.4        8.9
                             12.9%     13.0%     13.9%     13.0%      11.1%      10.9%      12.0%      16.3%      10.3%
                            100.0%     90.3%     41.7%     35.1%      29.5%      22.9%       6.6%      15.2%       3.3%

BASE: SKI DAYS (000'S)     1763.7    1578.9     679.2     613.3      602.1      477.6      124.6      210.9       86.6
                            100.0%    100.0%    100.0%    100.0%     100.0%     100.0%     100.1%      99.9%     100.0%
                            100.0%     89.5%     38.5%     34.8%      34.1%      27.1%       7.1%      12.0%       4.9%
```

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES QUESTION G

SKIER ORIGIN (CONT'D)

| | | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| UNDER $25,000 | 48-1 | 216.8 | 41.2 | 27.2 | 5.7 | 4.1 | 3.8 | 9.5 | 3.8 | .3 | 6.8 | .7 | .8 | 5.3 | 7.2 |
| | | 12.3% | 22.3% | 21.6% | 28.0% | 15.4% | 21.4% | 21.7% | 31.1% | 6.9% | 17.2% | 8.7% | 8.5% | 24.2% | 36.7% |
| | | 100.0% | 19.0% | 12.5% | 2.6% | 1.9% | 1.7% | 4.4% | 1.7% | .2% | 3.1% | .3% | .4% | 2.4% | 3.3% |
| $25,000 TO $40,000 | 48-2 | 523.5 | 53.4 | 39.2 | 6.3 | 10.9 | 4.8 | 12.0 | 3.0 | 1.4 | 11.5 | 2.1 | 4.3 | 5.1 | 3.6 |
| | | 29.7% | 28.9% | 30.4% | 30.5% | 41.3% | 27.0% | 27.3% | 24.6% | 26.9% | 29.2% | 26.4% | 43.7% | 23.7% | 18.4% |
| | | 100.0% | 10.2% | 7.3% | 1.2% | 2.1% | .9% | 2.3% | .6% | .3% | 2.2% | .4% | .8% | 1.0% | .7% |
| OVER $40,000 | 48-3 | 565.0 | 72.4 | 51.0 | 7.1 | 9.1 | 7.6 | 19.6 | 4.5 | 3.1 | 17.9 | 5.2 | 3.8 | 8.9 | 3.5 |
| | | 32.0% | 39.2% | 40.6% | 34.4% | 34.6% | 43.0% | 44.7% | 37.0% | 61.2% | 45.3% | 64.8% | 39.3% | 40.8% | 17.8% |
| | | 100.0% | 12.8% | 9.0% | 1.3% | 1.6% | 1.3% | 3.5% | .8% | .5% | 3.2% | .9% | .7% | 1.6% | .6% |
| REFUSED | 48-0 | 69.0 | 5.2 | 2.7 | .2 | .8 | .4 | 1.0 | .3 | .1 | .9 | - | .5 | .4 | 1.6 |
| | | 3.9% | 2.8% | 2.1% | .3% | 2.9% | 2.3% | 2.2% | 2.3% | 1.4% | 2.4% | | 5.0% | 2.0% | 8.2% |
| | | 100.0% | 7.5% | 3.8% | .2% | 1.1% | .6% | 1.4% | .4% | .1% | 1.4% | | .7% | .6% | 2.3% |
| DON'T KNOW | 48-X | 385.7 | 9.0 | 5.6 | 1.1 | 1.5 | .9 | 1.8 | .3 | * | 2.4 | * | .3 | 2.0 | 1.1 |
| | | 21.9% | 4.9% | 4.5% | 5.2% | 5.8% | 4.9% | 4.1% | 2.3% | .8% | 6.0% | .1% | 3.4% | 9.3% | 5.3% |
| | | 100.0% | 2.3% | 1.4% | .3% | .4% | .2% | .5% | .1% | * | .6% | * | .1% | .5% | .3% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 99.8% | 98.1% | 99.2% | 98.9% | 100.0% | 98.6% | 100.0% | 97.3% | 97.2% | 100.1% | 100.0% | 99.9% | 100.0% | 86.4% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

SOCIO-ECONOMIC STATUS

| | | GRAND TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UPPER | 13-1 | 296.9 | 55.1 | 36.2 | 5.4 | 4.6 | 6.1 | 15.8 | 2.8 | 1.5 | 16.3 | 5.0 | 3.8 | 7.5 | 2.5 |
| | | 16.8% | 29.9% | 28.9% | 26.5% | 17.5% | 34.6% | 35.9% | 22.9% | 30.4% | 41.4% | 62.9% | 38.8% | 34.6% | 12.5% |
| | | 100.0% | 18.5% | 12.2% | 1.8% | 1.6% | 2.1% | 5.3% | .9% | .5% | 5.5% | 1.7% | 1.3% | 2.5% | .8% |
| MIDDLE | 13-2 | 410.8 | 54.1 | 39.0 | 5.7 | 11.8 | 3.1 | 11.4 | 5.2 | 1.8 | 10.5 | 1.9 | 3.2 | 5.4 | 4.6 |
| | | 23.3% | 29.3% | 31.1% | 27.7% | 44.6% | 17.5% | 26.1% | 43.4% | 35.8% | 26.7% | 23.2% | 33.0% | 25.1% | 23.1% |
| | | 100.0% | 13.2% | 9.5% | 1.4% | 2.9% | .8% | 2.8% | 1.3% | .4% | 2.6% | .5% | .8% | 1.3% | 1.1% |
| LOWER | 13-3 | 200.6 | 25.2 | 15.2 | 3.8 | 2.3 | 2.4 | 5.8 | .5 | .4 | 3.9 | .5 | - | 3.4 | 6.1 |
| | | 11.4% | 13.6% | 12.1% | 18.7% | 8.7% | 13.6% | 13.3% | 3.8% | 7.7% | 9.8% | 6.3% | | 15.5% | 30.8% |
| | | 100.0% | 12.6% | 7.6% | 1.9% | 1.1% | 1.2% | 2.9% | .2% | .2% | 1.9% | .3% | | 1.7% | 3.0% |
| STUDENT | 13-4 | 628.3 | 28.3 | 23.0 | 3.7 | 4.8 | 4.4 | 8.0 | 1.3 | .7 | 3.9 | .1 | .9 | 2.9 | 1.4 |
| | | 35.6% | 15.3% | 18.3% | 18.2% | 18.3% | 24.8% | 18.3% | 10.9% | 13.3% | 9.8% | 1.6% | 8.9% | 13.2% | 7.3% |
| | | 100.0% | 4.5% | 3.7% | .6% | .8% | .7% | 1.3% | .2% | .1% | .6% | * | .1% | .5% | .2% |
| MISSING VALUES | 13-R | 227.0 | 22.1 | 12.1 | 1.8 | 2.9 | 1.7 | 2.8 | 2.3 | .6 | 4.9 | .5 | 1.9 | 2.5 | 5.2 |
| | | 12.9% | 12.0% | 9.6% | 8.8% | 10.8% | 9.5% | 6.3% | 19.0% | 12.9% | 12.3% | 5.9% | 19.3% | 11.6% | 26.2% |
| | | 100.0% | 9.7% | 5.3% | .8% | 1.3% | .7% | 1.2% | 1.0% | .3% | 2.1% | .2% | .8% | 1.1% | 2.3% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 100.0% | 100.0% | 100.0% | 99.9% | 99.9% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

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                        TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES                                      QUESTION G

                                  #================================ALBERTA DESTINATIONS================================#
                                  +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING--------------------------+
                                                   #.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..#
                             GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                             TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

 UNDER $25,000          48-1 216.8 164.8 123.5  41.2 114.8  73.6  41.2  98.1  59.4  38.7  51.7  34.5  17.3  39.5  18.7  20.8
                             12.3% 12.7% 11.1% 22.3% 13.0% 10.6% 22.3% 14.8% 12.0% 22.9% 14.6% 13.0% 19.3% 14.3%  9.3% 27.6%
                            100.0% 76.0% 57.0% 19.0% 53.0% 34.0% 19.0% 45.3% 27.4% 17.9% 23.9% 15.9%  8.0% 18.2%  8.6%  9.6%

 $25,000 TO $40,000     48-2 523.5 346.1 292.7  53.4 243.0 189.6  53.4 175.5 129.5  46.0  95.0  70.1  24.9  74.7  55.8  19.0
                             29.7% 26.6% 26.2% 28.9% 27.6% 27.3% 28.9% 26.4% 26.2% 27.2% 26.8% 26.4% 27.8% 27.0% 27.8% 25.1%
                            100.0% 66.1% 55.9% 10.2% 46.4% 36.2% 10.2% 33.5% 24.7%  8.8% 18.1% 13.4%  4.8% 14.3% 10.7%  3.6%

 OVER $40,000           48-3 565.0 407.6 335.2  72.4 326.1 253.7  72.4 257.9 190.0  67.9 138.6 103.8  34.8 110.9  79.5  31.4
                             32.0% 31.3% 30.0% 39.2% 37.0% 36.5% 39.2% 38.8% 38.4% 40.1% 39.1% 39.1% 38.9% 40.1% 39.5% 41.7%
                            100.0% 72.1% 59.3% 12.8% 57.7% 44.9% 12.8% 45.6% 33.6% 12.0% 24.5% 13.4%  6.2% 19.6% 14.1%  5.6%

 REFUSED                48-0  69.0  50.1  44.9   5.2  37.8  32.6   5.2  30.7  26.0   4.7  15.3  11.6   3.7  14.4  13.4   1.0
                              3.9%  3.8%  4.0%  2.8%  4.3%  4.7%  2.8%  4.6%  5.3%  2.8%  4.3%  4.4%  4.1%  5.2%  6.7%  1.4%
                            100.0% 72.5% 65.0%  7.5% 54.8% 47.3%  7.5% 44.5% 37.7%  6.8% 22.2% 16.9%  5.3% 20.9% 19.4%  1.5%

 DON'T KNOW             48-X 385.7 329.4 320.4   9.0 154.9 145.9   9.0  98.3  89.8   8.5  50.8  45.3   5.4  36.6  33.6   3.0
                             21.9% 25.3% 28.7%  4.9% 17.6% 21.0%  4.9% 14.8% 18.2%  5.0% 14.3% 17.1%  6.1% 13.3% 16.7%  4.0%
                            100.0% 85.4% 83.1%  2.3% 40.2% 37.8%  2.3% 25.5% 23.3%  2.2% 13.2% 11.8%  1.4%  9.5%  8.7%   .8%

 BASE: SKI DAYS (000'S)      1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                             99.8% 99.7%100.0% 98.1% 99.5%100.1% 98.1% 99.4%100.1% 98.0% 99.1%100.0% 96.2% 99.9%100.0% 99.8%
                            100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%

                        SOCIO-ECONOMIC STATUS

 UPPER                  13-1 296.9 197.2 142.2  55.1 175.2 120.2  55.1 151.1 100.4  50.8  68.1  40.8  27.3  78.0  55.7  22.4
                             16.8% 15.2% 12.7% 29.8% 19.9% 17.3% 29.8% 22.8% 20.3% 30.0% 19.2% 15.4% 30.5% 28.2% 27.7% 29.7%
                            100.0% 66.4% 47.9% 18.5% 59.0% 40.5% 18.5% 50.9% 33.8% 17.1% 22.9% 13.7%  9.2% 26.3% 18.7%  7.5%

 MIDDLE                 13-2 410.8 261.9 207.8  54.1 205.3 151.2  54.1 164.0 114.8  49.2  90.8  66.6  24.2  59.1  36.4  22.7
                             23.3% 20.1% 18.6% 29.3% 23.3% 21.7% 29.3% 24.7% 23.2% 29.0% 25.6% 25.1% 27.0% 21.4% 18.1% 30.0%
                            100.0% 63.7% 50.6% 13.2% 50.0% 36.8% 13.2% 39.9% 28.0% 12.0% 22.1% 16.2%  5.9% 14.4%  8.9%  5.5%

 LOWER                  13-3 200.6 154.3 129.1  25.2 116.7  91.5  25.2  73.6  50.3  23.3  41.6  28.8  12.7  31.9  21.5  10.4
                             11.4% 11.9% 11.6% 13.6% 13.3% 13.2% 13.6% 11.1% 10.2% 13.8% 11.7% 10.9% 14.2% 11.5% 10.7% 13.8%
                            100.0% 76.9% 64.3% 12.6% 58.2% 45.6% 12.6% 36.7% 25.1% 11.6% 20.7% 14.4%  6.4% 15.9% 10.7%  5.2%

 STUDENT                13-4 628.3 526.9 498.6  28.3 270.9 242.6  28.3 184.2 158.3  25.9  99.1  86.0  13.1  73.9  61.5  12.4
                             35.6% 40.5% 44.6% 15.3% 30.8% 34.9% 15.3% 27.7% 32.0% 15.3% 27.9% 32.4% 14.6% 26.7% 30.6% 16.4%
                            100.0% 83.9% 79.4%  4.5% 43.1% 38.6%  4.5% 29.3% 25.2%  4.1% 15.8% 13.7%  2.1% 11.8%  9.8%  2.0%

 MISSING VALUES         13-R 227.0 161.2 139.1  22.1 112.1  90.0  22.1  91.1  70.8  20.3  55.2  43.1  12.1  33.5  25.8   7.6
                             12.9% 12.4% 12.5% 12.0% 12.7% 12.9% 12.0% 13.7% 14.3% 12.0% 15.6% 16.2% 13.6% 12.1% 12.9% 10.1%
                            100.0% 71.0% 61.3%  9.7% 49.4% 39.6%  9.7% 40.2% 31.2%  9.0% 24.3% 19.0%  5.3% 14.7% 11.4%  3.4%

 BASE: SKI DAYS (000'S)      1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                            100.0%100.1%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.1%100.0%100.0% 99.9% 99.9%100.0%100.0%
                            100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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                             TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES                                  QUESTION G
                                        #==============================ALBERTA DESTINATIONS=================================#
                                        +---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING---------------------+
                                                            *......TOTALS ......**......NORQUAY......**.....*.MARMOT......**..FOR-
                                                                                                                          TRESS.*
                                   GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-            RESI-    NON-            RESI-    NON-   RESI-
                                   TOTAL    ALTA   DENT     RES.     RMS   DENT     RES.    TOTAL   DENT     RES.    TOTAL   DENT     RES.   DENT

UNDER $25,000               48-1   216.8   164.8   123.5    41.2   114.8    73.6    41.2     6.9     6.2      .6    11.3     8.8     2.5     5.4
                                   12.3%   12.7%   11.1%   22.3%   13.0%   10.6%   22.3%   20.8%   21.9%   13.7%    8.1%    7.1%   16.2%    7.1%
                                  100.0%   76.0%   57.0%   19.0%   53.0%   34.0%   19.0%    3.2%    2.9%     .3%    5.2%    4.1%    1.1%    2.5%

$25,000 TO $40,000          48-2   523.5   346.1   292.7    53.4   243.0   189.6    53.4     5.8     3.6     2.2    57.2    49.8     7.4    10.3
                                   29.7%   26.6%   26.2%   28.9%   27.6%   27.3%   28.9%   17.6%   12.8%   46.9%   41.1%   40.2%   48.1%   13.4%
                                  100.0%   66.1%   55.9%   10.2%   46.4%   36.2%   10.2%    1.1%     .7%     .4%   10.9%    9.5%    1.4%    2.0%

OVER $40,000                48-3   565.0   407.6   335.2    72.4   326.1   253.7    72.4     8.5     6.7     1.7    48.0    43.5     4.5    20.2
                                   32.0%   31.3%   30.0%   39.2%   37.0%   36.5%   39.2%   25.6%   23.6%   37.9%   34.5%   35.1%   29.1%   26.3%
                                  100.0%   72.1%   59.3%   12.8%   57.7%   44.9%   12.8%    1.5%    1.2%     .3%    8.5%    7.7%     .8%    3.6%

REFUSED                     48-0    69.0    50.1    44.9     5.2    37.8    32.6     5.2     1.0     1.0       *     5.5     5.0      .5     1.6
                                    3.9%    3.8%    4.0%    2.8%    4.3%    4.7%    2.8%    2.9%    3.4%     .2%    4.0%    4.0%    3.3%    2.1%
                                  100.0%   72.5%   65.0%    7.5%   54.8%   47.3%    7.5%    1.4%    1.4%       *    8.0%    7.2%     .7%    2.4%

DON'T KNOW                  48-X   385.7   329.4   320.4     9.0   154.9   145.9     9.0    10.9    10.9      .1    17.2    16.7      .5    39.3
                                   21.9%   25.3%   28.7%    4.9%   17.6%   21.0%    4.9%   33.1%   38.3%    1.3%   12.4%   13.5%    3.2%   51.2%
                                  100.0%   85.4%   83.1%    2.3%   40.2%   37.8%    2.3%    2.8%    2.8%       *    4.5%    4.3%     .1%   10.2%

BASE: SKI DAYS (000'S)            1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                   99.8%   99.7%  100.0%   98.1%   99.5%  100.1%   98.1%  100.0%  100.0%  100.0%  100.1%   99.9%   99.9%  100.1%
                                  100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%


                            SOCIO-ECONOMIC STATUS

UPPER                       13-1   296.9   197.2   142.2    55.1   175.2   120.2    55.1     5.0     3.9     1.1    18.8    14.5     4.3     5.3
                                   16.8%   15.2%   12.7%   29.8%   19.9%   17.3%   29.8%   15.1%   13.7%   23.8%   13.5%   11.7%   28.0%    6.9%
                                  100.0%   66.4%   47.9%   18.5%   59.0%   40.5%   18.5%    1.7%    1.3%     .4%    6.3%    4.9%    1.4%    1.8%

MIDDLE                      13-2   410.8   261.9   207.8    54.1   205.3   151.2    54.1    14.2    11.8     2.3    31.2    26.3     4.9    10.1
                                   23.3%   20.1%   18.6%   29.3%   23.3%   21.7%   29.3%   42.9%   41.6%   50.5%   22.4%   21.2%   32.3%   13.1%
                                  100.0%   63.7%   50.6%   13.2%   50.0%   36.8%   13.2%    3.4%    2.9%     .6%    7.6%    6.4%    1.2%    2.5%

LOWER                       13-3   200.6   154.3   129.1    25.2   116.7    91.5    25.2      .2       -      .2    40.1    38.2     1.9     3.0
                                   11.4%   11.9%   11.6%   13.6%   13.3%   13.2%   13.6%     .5%            3.6%   28.8%   30.9%   12.4%    3.8%
                                  100.0%   76.9%   64.3%   12.6%   58.2%   45.6%   12.6%     .1%             .1%   20.0%   19.1%     .9%    1.5%

STUDENT                     13-4   628.3   526.9   498.6    28.3   270.9   242.6    28.3    11.2    10.8      .5    33.3    30.9     2.4    53.4
                                   35.6%   40.5%   44.6%   15.3%   30.8%   34.9%   15.3%   34.1%   37.9%   10.1%   23.9%   24.9%   15.7%   69.4%
                                  100.0%   83.9%   79.4%    4.5%   43.1%   38.6%    4.5%    1.8%    1.7%     .1%    5.3%    4.9%     .4%    8.5%

MISSING VALUES              13-R   227.0   161.2   139.1    22.1   112.1    90.0    22.1     2.5     1.9      .6    15.8    14.0     1.8     5.1
                                   12.9%   12.4%   12.5%   12.0%   12.7%   12.9%   12.0%    7.4%    6.7%   12.0%   11.3%   11.3%   11.6%    6.7%
                                  100.0%   71.0%   61.3%    9.7%   49.4%   39.6%    9.7%    1.1%     .8%     .2%    7.0%    6.2%     .8%    2.3%

BASE: SKI DAYS (000'S)            1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                  100.0%  100.1%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%   99.9%  100.0%   99.9%  100.0%  100.0%   99.9%
                                  100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
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JOB NUMBER 907901       CARD NUMBER 14                                                                                      PAGE

                        TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES                                      QUESTION G
                                    #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                    +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                                 TOTAL
                                                                                 FLAT-                     EASTERN
                                GRAND    TOTAL    RESI-    NON-              RESI-   LAND     RESI-              KOOTE-
                                TOTAL     ALTA    DENT     RES.     TOTAL    DENT    RES.     DENT     TOTAL     NAYS      TOTAL MONTANA

 UNDER $25,000          46-1    216.8    164.8    123.5    41.2     114.8    73.6    49.9     52.0     29.2      11.8      22.8      9.0
                                 12.3%    12.7%    11.1%   22.3%     13.0%   10.6%   11.9%    11.3%    10.5%      6.8%     13.1%     9.1%
                                100.0%    76.0%    57.0%   19.0%     53.0%   34.0%   23.0%    24.0%    13.5%      5.4%     10.5%     4.2%

$25,000 TO $40,000      48-2    523.5    346.1    292.7    53.4     243.0   189.6   103.1    177.5     93.1      57.7      84.4     43.7
                                 29.7%    26.6%    26.2%   28.9%     27.6%   27.3%   24.5%    38.4%    33.3%     33.1%     48.4%    44.1%
                                100.0%    66.1%    55.9%   10.2%     46.4%   36.2%   19.7%    33.9%    17.8%     11.0%     16.1%     8.3%

OVER $40,000            48-3    565.0    407.6    335.2    72.4     326.1   253.7    80.9    157.5    103.3      56.0      46.6     26.6
                                 32.0%    31.3%    30.0%   39.2%     37.0%   36.5%   19.2%    34.1%    37.0%     32.1%     26.7%    26.9%
                                100.0%    72.1%    59.3%   12.8%     57.7%   44.9%   14.3%    27.9%    18.3%      9.9%      8.2%     4.7%

REFUSED                 48-0     69.0     50.1     44.9     5.2      37.8    32.6    12.2     18.9      9.4       9.4       9.5      9.5
                                  3.9%     3.8%     4.0%    2.8%      4.3%    4.7%    2.9%     4.1%     3.4%      5.4%      5.5%     9.6%
                                100.0%    72.5%    65.0%    7.5%     54.8%   47.3%   17.7%    27.5%    13.6%     13.6%     13.8%    13.8%

DON'T KNOW              48-X    385.7    329.4    320.4     9.0     154.9   145.9   174.5     56.2     44.2      39.2      11.0     10.2
                                 21.9%    25.3%    28.7%    4.9%     17.6%   21.0%   41.5%    12.2%    15.8%     22.5%      6.3%    10.3%
                                100.0%    85.4%    83.1%    2.3%     40.2%   37.8%   45.3%    14.6%    11.5%     10.2%      2.9%     2.6%

BASE: SKI DAYS (000'S)         1763.7   1301.5   1116.7   184.8     880.2   695.5   420.6    462.2    279.2     174.1     174.3     99.0
                                 99.8%    99.7%   100.0%   98.1%     99.5%  100.1%  100.0%   100.1%   100.0%     99.9%    100.0%   100.0%
                                100.0%    73.8%    63.3%   10.5%     49.9%   39.4%   23.9%    26.2%    15.8%      9.9%      9.9%     5.6%

                        SOCIO-ECONOMIC STATUS

UPPER                   13-1    296.9    197.2    142.2    55.1     175.2   120.2    21.4     99.7     65.6      35.2      29.1     18.1
                                 16.8%    15.2%    12.7%   29.8%     19.9%   17.3%    5.1%    21.6%    23.5%     20.2%     16.7%    18.3%
                                100.0%    66.4%    47.9%   18.5%     59.0%   40.5%    7.2%    33.6%    22.1%     11.9%      9.8%     6.1%

MIDDLE                  13-2    410.8    261.9    207.8    54.1     205.3   151.2    56.6    148.9     77.3      40.4      69.0     17.1
                                 23.3%    20.1%    18.6%   29.3%     23.3%   21.7%   13.5%    32.2%    27.7%     23.2%     39.6%    17.3%
                                100.0%    63.7%    50.6%   13.2%     50.0%   36.8%   13.8%    36.3%    18.8%      9.8%     16.8%     4.2%

LOWER                   13-3    200.6    154.3    129.1    25.2     116.7    91.5    37.5     46.4     18.2       4.6      28.2     22.1
                                 11.4%    11.9%    11.6%   13.6%     13.3%   13.2%    9.9%    10.0%     6.5%      2.6%     16.1%    22.3%
                                100.0%    76.9%    64.3%   12.6%     58.2%   45.6%   18.7%    23.1%     9.1%      2.3%     14.0%    11.0%

STUDENT                 13-4    628.3    526.9    498.6    28.3     270.9   242.6   256.0    101.4     82.5      63.2      17.9     16.2
                                 35.6%    40.5%    44.6%   15.3%     30.8%   34.9%   60.9%    21.9%    29.5%     36.3%     10.3%    16.3%
                                100.0%    83.9%    79.4%    4.5%     43.1%   38.6%   40.7%    16.1%    13.1%     10.1%      2.8%     2.6%

MISSING VALUES          13-R    227.0    161.2    139.1    22.1     112.1    90.0    49.1     65.8     35.6      30.7      30.2     25.5
                                 12.9%    12.4%    12.5%   12.0%     12.7%   12.9%   11.7%    14.2%    12.8%     17.6%     17.3%    25.8%
                                100.0%    71.0%    61.3%    9.7%     49.4%   39.6%   21.6%    29.0%    15.7%     13.5%     13.3%    11.2%

BASE: SKI DAYS (000'S)         1763.7   1301.5   1116.7   184.8     880.2   695.5   420.6    462.2    279.2     174.1     174.3     99.0
                                100.0%   100.1%   100.0%  100.0%    100.0%  100.0%  100.1%    99.9%   100.0%     99.9%    100.0%   100.0%
                                100.0%    73.8%    63.3%   10.5%     49.9%   39.4%   23.9%    26.2%    15.8%      9.9%      9.9%     5.6%
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TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES

QUESTION G

|  |  |  | TRIP TIMING |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | SEASON |  |  |  |  | PERIOD SKIED |  |  |  |  |  |
|  |  |  |  |  |  |  |  | DAY SKIING |  |  | OVERNIGHT SKIING |  |  |
|  |  | LAST TRIP TOTAL | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| UNDER $25,000 | 48-1 | 156.6 | 7.1 | 17.8 | 41.4 | 59.6 | 31.6 | 47.8 | 22.7 | 25.1 | 106.2 | 79.4 | 26.8 |
|  |  | 14.7% | 24.5% | 10.4% | 16.2% | 15.4% | 13.7% | 15.2% | 13.0% | 17.8% | 14.3% | 16.2% | 10.5% |
|  |  | 100.0% | 4.5% | 11.4% | 26.5% | 37.5% | 20.2% | 30.6% | 14.5% | 16.1% | 67.8% | 50.7% | 17.1% |
| $25,000 TO $40,000 | 48-2 | 327.6 | 9.9 | 54.3 | 77.1 | 138.3 | 48.0 | 77.3 | 38.1 | 39.3 | 249.7 | 152.5 | 97.2 |
|  |  | 30.7% | 34.4% | 31.7% | 30.1% | 36.3% | 20.9% | 24.5% | 21.8% | 27.8% | 33.5% | 31.1% | 38.1% |
|  |  | 100.0% | 3.0% | 16.6% | 23.5% | 42.2% | 14.7% | 23.6% | 11.6% | 12.0% | 76.2% | 46.5% | 29.7% |
| OVER $40,000 | 48-3 | 354.3 | 5.8 | 57.3 | 83.2 | 109.7 | 98.2 | 78.5 | 41.9 | 36.6 | 273.8 | 197.0 | 76.8 |
|  |  | 33.2% | 20.2% | 33.5% | 32.5% | 28.8% | 42.6% | 24.9% | 24.0% | 25.9% | 36.7% | 40.2% | 30.1% |
|  |  | 100.0% | 1.6% | 16.2% | 23.5% | 31.0% | 27.7% | 22.2% | 11.8% | 10.3% | 77.3% | 55.6% | 21.7% |
| REFUSED | 48-0 | 45.1 | .9 | 4.2 | 7.2 | 15.4 | 16.4 | 17.5 | 12.5 | 5.0 | 27.6 | 8.6 | 19.0 |
|  |  | 4.2% | 3.1% | 2.5% | 2.8% | 4.3% | 7.1% | 5.5% | 7.2% | 3.5% | 3.7% | 1.8% | 7.5% |
|  |  | 100.0% | 2.0% | 9.4% | 16.1% | 36.2% | 36.3% | 38.8% | 27.8% | 11.0% | 61.2% | 19.1% | 42.1% |
| DON'T KNOW | 48-X | 180.2 | 5.2 | 37.3 | 47.0 | 55.5 | 35.3 | 94.6 | 59.3 | 35.2 | 84.2 | 49.1 | 35.1 |
|  |  | 16.9% | 17.9% | 21.8% | 13.3% | 14.6% | 15.3% | 30.0% | 34.0% | 25.0% | 11.3% | 10.0% | 13.8% |
|  |  | 100.0% | 2.9% | 20.7% | 26.1% | 30.8% | 19.6% | 52.5% | 32.9% | 19.6% | 46.7% | 27.2% | 19.5% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
|  |  | 99.7% | 100.1% | 99.9% | 99.9% | 99.4% | 99.6% | 100.1% | 100.0% | 100.0% | 99.5% | 99.3% | 100.0% |
|  |  | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

SOCIO-ECONOMIC STATUS

|  |  | LAST TRIP TOTAL | START - UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UPPER | 13-1 | 194.0 | 3.6 | 24.0 | 44.2 | 61.1 | 60.9 | 38.3 | 17.8 | 20.6 | 154.2 | 111.5 | 42.7 |
|  |  | 18.2% | 12.6% | 14.1% | 17.3% | 16.0% | 26.4% | 12.1% | 10.2% | 14.6% | 20.7% | 22.8% | 16.7% |
|  |  | 100.0% | 1.9% | 12.4% | 22.8% | 31.5% | 31.4% | 19.8% | 9.2% | 10.6% | 79.5% | 57.5% | 22.0% |
| MIDDLE | 13-2 | 272.7 | 7.6 | 45.5 | 58.9 | 98.4 | 62.3 | 56.1 | 26.6 | 29.5 | 214.6 | 132.5 | 82.1 |
|  |  | 25.5% | 26.4% | 26.6% | 23.0% | 25.8% | 27.0% | 17.8% | 15.2% | 20.9% | 28.8% | 27.0% | 32.2% |
|  |  | 100.0% | 2.8% | 16.7% | 21.6% | 36.1% | 22.8% | 20.6% | 9.8% | 10.8% | 78.7% | 48.6% | 30.1% |
| LOWER | 13-3 | 125.7 | 3.2 | 13.1 | 23.6 | 54.4 | 31.5 | 37.2 | 18.4 | 18.9 | 87.0 | 54.1 | 32.9 |
|  |  | 11.8% | 11.2% | 7.6% | 9.2% | 14.3% | 13.7% | 11.8% | 10.5% | 13.4% | 11.7% | 11.0% | 12.9% |
|  |  | 100.0% | 2.6% | 10.4% | 18.8% | 43.3% | 25.0% | 29.6% | 14.6% | 15.0% | 69.2% | 43.0% | 26.2% |
| STUDENT | 13-4 | 310.9 | 8.9 | 51.9 | 86.0 | 115.8 | 48.2 | 137.0 | 87.2 | 49.7 | 173.9 | 110.0 | 64.0 |
|  |  | 29.1% | 30.9% | 30.4% | 33.6% | 30.4% | 21.0% | 43.4% | 50.0% | 35.2% | 23.3% | 22.4% | 25.1% |
|  |  | 100.0% | 2.9% | 16.7% | 27.7% | 37.2% | 15.5% | 44.1% | 28.1% | 16.0% | 55.9% | 35.4% | 20.6% |
| MISSING VALUES | 13-R | 164.2 | 5.5 | 36.5 | 43.5 | 51.4 | 27.4 | 47.2 | 24.6 | 22.6 | 115.3 | 82.0 | 33.3 |
|  |  | 15.4% | 18.9% | 21.3% | 17.0% | 13.5% | 11.9% | 14.9% | 14.1% | 16.0% | 15.5% | 16.7% | 13.1% |
|  |  | 100.0% | 3.3% | 22.2% | 26.5% | 31.3% | 16.7% | 28.7% | 15.0% | 13.7% | 70.2% | 49.9% | 20.3% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
|  |  | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% |
|  |  | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES

QUESTION G

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TRAVEL | | MODE(S) | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| UNDER $25,000 | 48-1 | 125.0 | 11.2 | 113.8 | 90.5 | 25.7 | 21.9 | 4.2 | 46.9 | 29.2 | 9.4 | 55.3 | 54.6 | 14.4 |
| | | 16.1% | 8.6% | 17.6% | 15.3% | 20.5% | 16.5% | 45.3% | 14.0% | 23.9% | 21.8% | 17.5% | 14.1% | 19.7% |
| | | 100.0% | 9.0% | 91.0% | 72.4% | 20.6% | 17.5% | 3.4% | 37.5% | 23.4% | 7.6% | 44.3% | 43.7% | 11.5% |
| $25,000 TO $40,000 | 48-2 | 213.4 | 33.3 | 180.1 | 170.5 | 33.4 | 31.3 | 2.7 | 95.6 | 41.0 | 10.2 | 80.4 | 116.0 | 17.0 |
| | | 27.5% | 25.5% | 27.9% | 28.8% | 26.7% | 23.7% | 28.7% | 28.5% | 33.6% | 23.7% | 25.5% | 30.0% | 23.3% |
| | | 100.0% | 15.6% | 84.4% | 79.9% | 15.6% | 14.7% | 1.3% | 44.8% | 19.2% | 4.8% | 37.7% | 54.4% | 8.0% |
| OVER $40,000 | 48-3 | 258.5 | 38.5 | 220.0 | 213.7 | 53.9 | 24.5 | 2.3 | 140.0 | 38.8 | 12.5 | 109.1 | 124.3 | 24.1 |
| | | 33.3% | 29.4% | 34.1% | 36.1% | 43.0% | 18.5% | 25.1% | 41.7% | 31.8% | 28.8% | 34.6% | 32.2% | 33.0% |
| | | 100.0% | 14.9% | 85.1% | 82.7% | 20.8% | 9.5% | .9% | 54.1% | 15.0% | 4.8% | 42.2% | 48.1% | 9.3% |
| REFUSED | 48-0 | 30.9 | 4.1 | 26.8 | 21.8 | 4.0 | 6.2 | .1 | 7.3 | 2.0 | 7.5 | 11.3 | 18.4 | 1.2 |
| | | 4.0% | 3.1% | 4.2% | 3.7% | 3.2% | 4.7% | .8% | 2.2% | 1.6% | 17.4% | 3.6% | 4.8% | 1.6% |
| | | 100.0% | 13.2% | 86.8% | 70.7% | 12.8% | 20.2% | .2% | 23.6% | 6.4% | 24.4% | 36.6% | 59.5% | 3.9% |
| DON'T KNOW | 48-X | 145.2 | 43.4 | 101.8 | 92.0 | 5.3 | 48.0 | * | 45.0 | 10.7 | 1.0 | 58.9 | 69.8 | 16.4 |
| | | 18.7% | 33.2% | 15.8% | 15.6% | 4.2% | 36.3% | .1% | 13.4% | 8.8% | 2.2% | 18.7% | 18.1% | 22.4% |
| | | 100.0% | 29.9% | 70.1% | 63.4% | 3.7% | 33.1% | * | 31.0% | 7.4% | .7% | 40.6% | 49.1% | 11.3% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 99.6% | 99.8% | 99.6% | 99.5% | 97.6% | 99.7% | 100.0% | 99.8% | 99.7% | 93.9% | 99.9% | 99.2% | 100.0% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |
| SOCIO-ECONOMIC STATUS | | | | | | | | | | | | | | |
| UPPER | 13-1 | 136.9 | 31.6 | 105.3 | 103.1 | 44.6 | 17.3 | 1.6 | 87.5 | 15.7 | 4.0 | 58.6 | 65.9 | 11.5 |
| | | 17.6% | 24.1% | 16.3% | 17.4% | 35.6% | 13.1% | 17.0% | 26.1% | 12.8% | 9.2% | 18.6% | 17.1% | 15.7% |
| | | 100.0% | 23.1% | 76.9% | 75.3% | 32.5% | 12.6% | 1.2% | 63.9% | 11.5% | 2.9% | 42.8% | 48.1% | 8.4% |
| MIDDLE | 13-2 | 188.9 | 28.7 | 160.2 | 153.7 | 32.5 | 22.7 | 1.2 | 102.9 | 31.3 | 8.4 | 73.9 | 95.1 | 19.2 |
| | | 24.3% | 22.0% | 24.8% | 26.0% | 25.9% | 17.1% | 12.5% | 30.7% | 25.7% | 19.3% | 23.4% | 24.6% | 26.3% |
| | | 100.0% | 15.2% | 84.8% | 81.4% | 17.2% | 12.0% | .6% | 54.5% | 16.6% | 4.4% | 39.1% | 50.4% | 10.2% |
| LOWER | 13-3 | 99.1 | 5.8 | 93.3 | 76.9 | 15.6 | 11.5 | 3.8 | 39.7 | 20.3 | 2.3 | 42.1 | 44.2 | 12.8 |
| | | 12.8% | 4.5% | 14.4% | 13.0% | 12.4% | 8.7% | 41.1% | 11.8% | 16.6% | 5.3% | 13.3% | 11.5% | 17.5% |
| | | 100.0% | 5.9% | 94.1% | 77.6% | 15.7% | 11.6% | 3.9% | 40.0% | 20.4% | 2.3% | 42.5% | 44.6% | 12.9% |
| STUDENT | 13-4 | 237.4 | 45.0 | 192.3 | 166.3 | 17.1 | 64.3 | 2.0 | 63.9 | 39.7 | 10.5 | 88.5 | 124.9 | 24.0 |
| | | 30.6% | 34.4% | 29.8% | 28.1% | 13.6% | 48.6% | 21.5% | 19.1% | 32.6% | 24.3% | 28.0% | 32.3% | 32.9% |
| | | 100.0% | 19.0% | 81.0% | 70.1% | 7.2% | 27.1% | .8% | 26.9% | 16.7% | 4.4% | 37.3% | 52.6% | 10.1% |
| MISSING VALUES | 13-R | 114.3 | 19.7 | 94.6 | 91.6 | 15.6 | 16.5 | .7 | 41.3 | 15.1 | 19.2 | 52.6 | 56.1 | 5.7 |
| | | 14.7% | 15.0% | 14.7% | 15.5% | 12.4% | 12.5% | 9.0% | 12.3% | 12.3% | 42.0% | 16.7% | 14.5% | 7.8% |
| | | 100.0% | 17.2% | 82.8% | 80.2% | 13.6% | 14.5% | .7% | 36.1% | 13.2% | 15.9% | 46.0% | 49.0% | 5.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.1% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES

QUESTION G

| | | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| UNDER $25,000 | 48-1 | 41.2<br>22.3%<br>100.0% | 21.9<br>17.9%<br>53.3% | 11.2<br>30.8%<br>27.2% | 6.8<br>27.1%<br>16.5% | 16.6<br>18.7%<br>40.2% | 24.7<br>25.7%<br>59.8% |
| $25,000 TO $40,000 | 48-2 | 53.4<br>28.9%<br>100.0% | 39.9<br>32.4%<br>74.7% | 8.7<br>23.9%<br>16.3% | 7.6<br>30.5%<br>14.3% | 26.3<br>29.7%<br>49.3% | 27.0<br>28.1%<br>50.5% |
| OVER $40,000 | 48-3 | 72.4<br>39.2%<br>100.0% | 48.6<br>39.6%<br>67.2% | 13.0<br>35.6%<br>17.9% | 10.0<br>39.8%<br>13.8% | 35.0<br>39.4%<br>48.3% | 37.4<br>39.0%<br>51.7% |
| REFUSED | 48-0 | 5.2<br>2.8%<br>100.0% | 3.2<br>2.6%<br>61.7% | .9<br>2.4%<br>17.1% | .3<br>1.2%<br>5.9% | 2.4<br>2.7%<br>46.7% | 2.8<br>2.9%<br>53.3% |
| DON'T KNOW | 48-X | 9.0<br>4.9%<br>100.0% | 5.9<br>4.8%<br>65.5% | 2.4<br>6.6%<br>26.6% | .4<br>1.4%<br>4.0% | 5.5<br>6.3%<br>61.6% | 3.5<br>3.6%<br>38.4% |
| BASE: SKI DAYS (000'S) | | 184.8<br>98.1%<br>100.0% | 122.9<br>97.3%<br>66.5% | 36.4<br>99.3%<br>19.7% | 25.1<br>100.0%<br>13.6% | 88.7<br>96.8%<br>48.0% | 96.0<br>99.3%<br>51.9% |
| | SOCIO-ECONOMIC STATUS | | | | | | |
| UPPER | 13-1 | 55.1<br>29.8%<br>100.0% | 40.4<br>32.9%<br>73.4% | 7.3<br>20.0%<br>13.3% | 11.0<br>43.7%<br>19.9% | 23.9<br>26.9%<br>43.4% | 31.2<br>32.5%<br>56.6% |
| MIDDLE | 13-2 | 54.1<br>29.3%<br>100.0% | 34.0<br>27.6%<br>62.8% | 12.9<br>35.3%<br>23.8% | 6.1<br>24.3%<br>11.3% | 24.8<br>27.9%<br>45.8% | 29.3<br>30.5%<br>54.1% |
| LOWER | 13-3 | 25.2<br>13.6%<br>100.0% | 14.0<br>11.4%<br>55.7% | 4.0<br>11.1%<br>16.0% | 6.1<br>24.3%<br>24.2% | 12.1<br>13.6%<br>48.0% | 13.1<br>13.7%<br>52.0% |
| STUDENT | 13-4 | 28.3<br>15.3%<br>100.0% | 19.6<br>16.0%<br>69.4% | 7.1<br>19.4%<br>25.0% | 1.0<br>4.0%<br>3.5% | 15.2<br>17.2%<br>53.8% | 13.1<br>13.6%<br>46.2% |
| MISSING VALUES | 13-R | 22.1<br>12.0%<br>100.0% | 14.8<br>12.1%<br>67.1% | 5.2<br>14.1%<br>23.3% | .9<br>3.6%<br>4.1% | 12.8<br>14.4%<br>57.8% | 9.3<br>9.7%<br>42.2% |
| BASE: SKI DAYS (000'S) | | 184.8<br>100.0%<br>100.0% | 122.9<br>100.0%<br>66.5% | 36.4<br>99.9%<br>19.7% | 25.1<br>99.9%<br>13.6% | 88.7<br>100.0%<br>48.0% | 96.0<br>100.0%<br>51.9% |

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES

QUESTION G

| | | SKIER PROFILE | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | |
| | | GRAND TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| UNDER $25,000 | 48-1 | 216.8 | 24.6 | 107.9 | 69.3 | 14.9 | 23.5 | 96.1 | 48.6 | 19.4 | 9.4 | .3 | .3 | 3.9 | 14.4 |
| | | 12.3% | 14.0% | 13.1% | 11.3% | 9.9% | 4.7% | 19.0% | 16.1% | 12.9% | 6.6% | .4% | 1.3% | 14.4% | 55.8% |
| | | 100.0% | 11.3% | 49.7% | 31.9% | 6.9% | 10.8% | 44.3% | 22.4% | 9.0% | 4.3% | .1% | .1% | 1.8% | 6.7% |
| $25,000 TO $40,000 | 48-2 | 523.5 | 55.0 | 236.8 | 164.0 | 67.1 | 110.9 | 129.2 | 157.7 | 48.5 | 40.8 | 18.7 | 6.5 | 4.5 | 6.1 |
| | | 29.7% | 31.3% | 28.7% | 26.8% | 44.6% | 22.2% | 25.5% | 52.2% | 32.3% | 28.5% | 21.8% | 32.3% | 16.8% | 23.7% |
| | | 100.0% | 10.5% | 45.2% | 31.3% | 12.8% | 21.2% | 24.7% | 30.1% | 9.3% | 7.8% | 3.6% | 1.2% | .9% | 1.2% |
| OVER $40,000 | 48-3 | 565.0 | 34.5 | 245.2 | 231.0 | 54.3 | 60.4 | 189.7 | 91.3 | 66.8 | 73.4 | 61.1 | 12.5 | 16.0 | 3.4 |
| | | 32.0% | 19.7% | 29.7% | 37.7% | 36.1% | 12.1% | 37.4% | 26.9% | 44.4% | 51.3% | 71.1% | 61.6% | 59.2% | 13.3% |
| | | 100.0% | 6.1% | 43.4% | 40.9% | 9.6% | 10.7% | 33.6% | 14.4% | 11.8% | 13.0% | 10.8% | 2.2% | 2.8% | .6% |
| REFUSED | 48-0 | 69.0 | 6.8 | 37.8 | 19.9 | 4.5 | 6.4 | 19.5 | 7.9 | 13.1 | 15.9 | 5.8 | .3 | - | - |
| | | 3.9% | 3.9% | 4.6% | 3.2% | 3.0% | 1.3% | 3.9% | 2.6% | 8.7% | 11.1% | 6.8% | 1.7% | | |
| | | 100.0% | 9.9% | 54.8% | 28.8% | 6.5% | 9.3% | 28.3% | 11.5% | 19.0% | 23.0% | 8.4% | .5% | | |
| DON'T KNOW | 48-X | 385.7 | 54.3 | 196.3 | 128.2 | 6.9 | 298.4 | 72.4 | 3.8 | 2.1 | 3.6 | - | .6 | 2.6 | 1.8 |
| | | 21.9% | 30.9% | 23.8% | 20.9% | 4.6% | 59.7% | 14.3% | 1.3% | 1.4% | 2.5% | | 3.2% | 9.7% | 6.8% |
| | | 100.0% | 14.1% | 50.9% | 33.2% | 1.8% | 77.4% | 18.8% | 1.0% | .5% | .9% | | .2% | .7% | .5% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 99.8% | 99.8% | 99.9% | 99.9% | 98.2% | 100.0% | 100.1% | 99.1% | 99.7% | 100.0% | 100.1% | 100.1% | 100.1% | 99.6% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |
| SOCIO-ECONOMIC STATUS | | | | | | | | | | | | | | | |
| UPPER | 13-1 | 296.9 | 24.2 | 133.7 | 117.9 | 20.6 | - | 59.8 | 64.7 | 59.0 | 48.6 | 50.6 | 5.0 | 5.7 | 3.5 |
| | | 16.8% | 13.8% | 16.2% | 19.3% | 13.7% | | 11.8% | 21.4% | 39.2% | 34.0% | 58.9% | 24.5% | 21.1% | 13.5% |
| | | 100.0% | 8.2% | 45.0% | 39.7% | 6.9% | | 20.1% | 21.9% | 19.9% | 16.4% | 17.0% | 1.7% | 1.9% | 1.2% |
| MIDDLE | 13-2 | 410.8 | 39.2 | 170.9 | 129.2 | 71.5 | 10.5 | 115.7 | 144.0 | 34.2 | 42.0 | 23.9 | 8.0 | 13.8 | 17.6 |
| | | 23.3% | 22.3% | 20.7% | 21.1% | 47.5% | 2.1% | 22.8% | 47.7% | 22.7% | 29.4% | 27.8% | 39.7% | 51.1% | 67.9% |
| | | 100.0% | 9.5% | 41.6% | 31.4% | 17.4% | 2.6% | 28.2% | 35.0% | 8.3% | 10.2% | 5.8% | 2.0% | 3.4% | 4.3% |
| LOWER | 13-3 | 200.6 | 16.6 | 101.8 | 57.3 | 25.0 | 9.7 | 96.6 | 42.6 | 21.0 | 18.9 | 2.7 | 3.6 | 2.3 | 2.9 |
| | | 11.4% | 9.5% | 12.4% | 9.4% | 16.6% | 1.9% | 19.0% | 14.1% | 13.9% | 13.2% | 3.1% | 17.8% | 8.5% | 11.1% |
| | | 100.0% | 8.3% | 50.7% | 28.5% | 12.4% | 4.8% | 48.1% | 21.2% | 10.4% | 9.4% | 1.3% | 1.8% | 1.1% | 1.4% |
| STUDENT | 13-4 | 628.3 | 71.4 | 305.5 | 238.8 | 12.6 | 458.4 | 152.0 | 17.0 | .4 | .2 | - | - | - | - |
| | | 35.6% | 40.7% | 37.1% | 39.0% | 8.3% | 91.7% | 30.0% | 5.6% | .3% | .1% | | | | |
| | | 100.0% | 11.4% | 48.6% | 38.0% | 2.0% | 73.0% | 24.2% | 2.7% | .1% | * | | | | |
| MISSING VALUES | 13-R | 227.0 | 24.1 | 112.5 | 69.2 | 20.9 | 21.2 | 82.9 | 33.7 | 35.9 | 33.3 | 8.9 | 3.7 | 5.2 | 1.9 |
| | | 12.9% | 13.7% | 13.6% | 11.3% | 13.9% | 4.2% | 16.4% | 11.2% | 23.9% | 23.3% | 10.2% | 18.1% | 19.2% | 7.5% |
| | | 100.0% | 10.6% | 49.6% | 30.5% | 9.2% | 9.3% | 36.5% | 14.8% | 15.8% | 14.7% | 3.9% | 1.6% | 2.3% | .9% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 99.9% | 100.0% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES

QUESTION G

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| UNDER $25,000 | 48-1 | 216.8<br>12.3%<br>100.0% | 175.6<br>11.1%<br>81.0% | 23.4<br>4.8%<br>10.8% | 72.9<br>16.3%<br>33.6% | 37.9<br>14.9%<br>17.5% | 16.0<br>12.6%<br>7.4% | 7.1<br>5.5%<br>3.3% | 17.9<br>13.7%<br>8.2% | 136.4<br>12.3%<br>62.9% | 80.4<br>12.2%<br>37.1% | - | 50.4<br>12.3%<br>23.3% | 82.2<br>41.0%<br>37.9% | 61.8<br>9.8%<br>28.5% |
| $25,000 TO $40,000 | 48-2 | 523.5<br>29.7%<br>100.0% | 470.2<br>29.8%<br>89.8% | 109.0<br>22.2%<br>20.8% | 114.2<br>25.5%<br>21.8% | 138.0<br>54.3%<br>26.4% | 42.4<br>33.3%<br>8.1% | 38.3<br>30.1%<br>7.3% | 28.2<br>21.7%<br>5.4% | 314.5<br>28.4%<br>60.1% | 209.0<br>31.8%<br>39.9% | 64.6<br>21.8%<br>12.3% | 174.4<br>42.5%<br>33.3% | 118.4<br>59.0%<br>22.6% | 134.1<br>21.3%<br>25.6% |
| OVER $40,000 | 48-3 | 565.0<br>32.0%<br>100.0% | 492.7<br>31.2%<br>87.2% | 56.9<br>11.6%<br>10.1% | 172.0<br>38.4%<br>30.4% | 70.8<br>27.8%<br>12.5% | 55.4<br>43.5%<br>9.8% | 63.2<br>49.7%<br>11.2% | 74.0<br>56.9%<br>13.1% | 396.3<br>35.8%<br>70.1% | 168.8<br>25.7%<br>29.9% | 232.3<br>78.2%<br>41.1% | 186.0<br>45.3%<br>32.9% | - | 121.0<br>19.3%<br>21.4% |
| REFUSED | 48-0 | 69.0<br>3.9%<br>100.0% | 63.8<br>4.0%<br>92.5% | 6.3<br>1.3%<br>9.1% | 18.4<br>4.1%<br>26.7% | 6.0<br>2.4%<br>8.7% | 11.9<br>9.3%<br>17.2% | 15.6<br>12.3%<br>22.7% | 5.6<br>4.3%<br>8.1% | 42.7<br>3.9%<br>61.8% | 26.3<br>4.0%<br>38.2% | - | - | - | 8.9<br>1.4%<br>12.9% |
| DON'T KNOW | 48-X | 385.7<br>21.9%<br>100.0% | 376.7<br>23.9%<br>97.7% | 294.8<br>60.1%<br>76.4% | 70.6<br>15.8%<br>18.3% | 1.7<br>.7%<br>.4% | 1.7<br>1.3%<br>.4% | 3.0<br>2.4%<br>.8% | 4.5<br>3.5%<br>1.2% | 213.9<br>19.3%<br>55.5% | 171.8<br>26.2%<br>44.5% | - | - | - | 302.2<br>48.1%<br>78.4% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 490.4<br>100.0%<br>27.8% | 448.1<br>100.1%<br>25.4% | 254.4<br>100.1%<br>14.4% | 127.4<br>100.0%<br>7.2% | 127.3<br>100.0%<br>7.2% | 130.2<br>100.1%<br>7.4% | 1107.1<br>99.7%<br>62.8% | 656.5<br>99.9%<br>37.2% | 296.9<br>100.0%<br>16.8% | 410.8<br>100.1%<br>23.3% | 200.6<br>100.0%<br>11.4% | 628.3<br>99.9%<br>35.6% |

SOCIO-ECONOMIC STATUS

| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UPPER | 13-1 | 296.9<br>16.8%<br>100.0% | 241.9<br>15.3%<br>81.5% | - | 52.9<br>11.8%<br>17.8% | 49.8<br>19.6%<br>16.8% | 49.2<br>38.6%<br>16.6% | 40.3<br>31.6%<br>13.6% | 49.7<br>38.2%<br>16.8% | 182.0<br>16.4%<br>61.3% | 114.9<br>17.5%<br>38.7% | 296.9<br>100.0%<br>100.0% | - | - | - |
| MIDDLE | 13-2 | 410.8<br>23.3%<br>100.0% | 356.7<br>22.6%<br>86.8% | 10.5<br>2.1%<br>2.6% | 99.0<br>22.1%<br>24.1% | 128.2<br>50.4%<br>31.2% | 25.0<br>19.6%<br>6.1% | 38.6<br>30.3%<br>9.4% | 55.4<br>42.6%<br>13.5% | 252.7<br>22.8%<br>61.5% | 158.2<br>24.1%<br>38.5% | - | 410.8<br>100.0%<br>100.0% | - | - |
| LOWER | 13-3 | 200.6<br>11.4%<br>100.0% | 175.4<br>11.1%<br>87.4% | 9.7<br>2.0%<br>4.8% | 80.7<br>18.0%<br>40.2% | 38.3<br>15.1%<br>19.1% | 20.1<br>15.8%<br>10.0% | 16.7<br>13.1%<br>8.3% | 9.4<br>7.2%<br>4.7% | 157.4<br>14.2%<br>78.5% | 43.2<br>6.6%<br>21.5% | - | - | 200.6<br>100.0%<br>100.0% | - |
| STUDENT | 13-4 | 628.3<br>35.6%<br>100.0% | 600.0<br>38.0%<br>95.5% | 449.6<br>91.7%<br>71.6% | 136.3<br>30.4%<br>21.7% | 13.8<br>5.4%<br>2.2% | - | - | - | 391.4<br>35.4%<br>62.3% | 236.8<br>36.1%<br>37.7% | - | - | - | 628.3<br>100.0%<br>100.0% |
| MISSING VALUES | 13-R | 227.0<br>12.9%<br>100.0% | 204.9<br>13.0%<br>90.3% | 20.5<br>4.2%<br>9.1% | 79.1<br>17.7%<br>34.9% | 24.3<br>9.6%<br>10.7% | 33.2<br>26.0%<br>14.6% | 31.7<br>24.9%<br>14.0% | 15.6<br>12.0%<br>6.9% | 123.6<br>11.2%<br>54.4% | 103.4<br>15.8%<br>45.6% | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 490.4<br>100.0%<br>27.8% | 448.1<br>100.0%<br>25.4% | 254.4<br>100.1%<br>14.4% | 127.4<br>100.0%<br>7.2% | 127.3<br>99.9%<br>7.2% | 130.2<br>100.0%<br>7.4% | 1107.1<br>100.0%<br>62.8% | 656.5<br>100.1%<br>37.2% | 296.9<br>100.0%<br>16.8% | 410.8<br>100.0%<br>23.3% | 200.6<br>100.0%<br>11.4% | 628.3<br>100.0%<br>35.6% |

TOTAL HOUSEHOLD INCOME IN 1983, BEFORE TAXES QUESTION G

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| UNDER $25,000 | 48-1 | 216.8<br>12.3%<br>100.0% | 40.1<br>28.2%<br>18.5% | 74.3<br>16.8%<br>34.3% | 24.2<br>13.2%<br>11.1% | 34.7<br>6.9%<br>16.0% | 11.7<br>4.0%<br>5.4% | 6.1<br>6.2%<br>2.8% | 15.5<br>43.5%<br>7.1% | 2.1<br>49.5%<br>1.0% | .6<br>12.2%<br>.3% |
| $25,000 TO $40,000 | 48-2 | 523.5<br>29.7%<br>100.0% | 39.8<br>28.0%<br>7.6% | 181.2<br>41.0%<br>34.6% | 64.6<br>35.4%<br>12.3% | 125.4<br>25.0%<br>24.0% | 58.9<br>20.4%<br>11.3% | 24.9<br>25.1%<br>4.8% | 6.6<br>18.5%<br>1.3% | 1.8<br>41.7%<br>.3% | 2.9<br>60.3%<br>.6% |
| OVER $40,000 | 48-3 | 565.0<br>32.0%<br>100.0% | 38.8<br>27.3%<br>6.9% | 145.3<br>32.9%<br>25.7% | 71.8<br>39.4%<br>12.7% | 149.9<br>29.9%<br>26.5% | 65.4<br>22.6%<br>11.6% | 55.7<br>56.2%<br>9.9% | 8.4<br>23.6%<br>1.5% | .1<br>2.2%<br>* | 1.1<br>22.7%<br>.2% |
| REFUSED | 48-0 | 69.0<br>3.9%<br>100.0% | 17.7<br>12.4%<br>25.6% | 19.2<br>4.3%<br>27.9% | 7.7<br>4.2%<br>11.1% | 17.1<br>3.4%<br>24.8% | 3.1<br>1.1%<br>4.5% | - | - | - | - |
| DON'T KNOW | 48-X | 385.7<br>21.9%<br>100.0% | 2.4<br>1.7%<br>.6% | 21.8<br>4.9%<br>5.6% | 14.3<br>7.8%<br>3.7% | 174.0<br>34.7%<br>45.1% | 150.0<br>51.8%<br>38.9% | 12.4<br>12.5%<br>3.2% | 5.1<br>14.4%<br>1.3% | .3<br>6.6%<br>.1% | .2<br>4.8%<br>.1% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 141.9<br>97.6%<br>8.0% | 441.9<br>99.9%<br>25.1% | 182.9<br>100.0%<br>10.3% | 501.1<br>99.9%<br>28.4% | 289.4<br>99.9%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |
| SOCIO-ECONOMIC STATUS | | | | | | | | | | | |
| UPPER | 13-1 | 296.9<br>16.8%<br>100.0% | 42.2<br>29.7%<br>14.2% | 101.2<br>22.9%<br>34.1% | 44.8<br>24.5%<br>15.1% | 66.5<br>13.3%<br>22.4% | 17.0<br>5.9%<br>5.7% | 20.3<br>20.5%<br>6.9% | 3.2<br>9.1%<br>1.1% | - | 1.2<br>25.2%<br>.4% |
| MIDDLE | 13-2 | 410.8<br>23.3%<br>100.0% | 40.9<br>28.8%<br>10.0% | 162.1<br>36.7%<br>39.4% | 43.2<br>23.7%<br>10.5% | 55.3<br>11.0%<br>13.5% | 29.0<br>10.0%<br>7.1% | 51.6<br>52.0%<br>12.6% | 21.9<br>61.7%<br>5.3% | .2<br>5.5%<br>.1% | 3.1<br>63.0%<br>.7% |
| LOWER | 13-3 | 200.6<br>11.4%<br>100.0% | 22.5<br>15.9%<br>11.2% | 95.5<br>21.6%<br>47.6% | 9.1<br>5.0%<br>4.6% | 40.9<br>8.2%<br>20.4% | 11.2<br>3.9%<br>5.6% | 14.9<br>15.0%<br>7.4% | 5.2<br>14.7%<br>2.6% | .3<br>6.6%<br>.1% | *<br>.3%<br>* |
| STUDENT | 13-4 | 628.3<br>35.6%<br>100.0% | 13.8<br>9.7%<br>2.2% | 23.4<br>5.3%<br>3.7% | 53.1<br>29.1%<br>8.4% | 290.1<br>57.9%<br>46.2% | 201.0<br>69.5%<br>32.0% | - | - | - | .3<br>6.8%<br>.1% |
| MISSING VALUES | 13-R | 227.0<br>12.9%<br>100.0% | 22.5<br>15.9%<br>9.9% | 59.7<br>13.5%<br>26.3% | 32.4<br>17.7%<br>14.3% | 48.2<br>9.6%<br>21.2% | 31.2<br>10.8%<br>13.8% | 12.4<br>12.5%<br>5.5% | 5.1<br>14.4%<br>2.3% | 3.8<br>67.9%<br>1.7% | .2<br>4.8%<br>.1% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>100.0%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.9<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.1%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>99.9%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.1%<br>.3% |

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                              TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                       QUESTION 1A
                                     #================================SKIER ORIGIN================================#
                                               #............................RESIDENTS............................#
                                                  #....... ........ ........ ALBERTA ........ ........ ........ .......#
                                                                                                 OTHER      REGI-      HINT-
                                        GRAND                  CAL.&       CAL.       EDM.&     EDM. &     MAJOR       ONAL     ERLAND
                                        TOTAL      TOTAL       REG.       METRO       OMC      REGION     CENTRE      MRKT.      MRKT.

 01                                     146.8      91.8       57.7       55.8       26.7       19.1        7.6        4.3        3.1
                                          8.3%      9.8%       8.5%       9.1%       4.4%       4.0%       6.1%       2.0%       3.6%
                                        100.0%     62.6%      39.3%      38.0%      18.2%      13.0%       5.2%       2.9%       2.1%

 02                                     393.3     351.9      173.6      158.4      122.4       92.6       39.8       48.8        7.0
                                         22.3%     22.3%      25.6%      25.8%      20.3%      17.3%      31.9%      23.2%       8.1%
                                        100.0%     89.5%      44.2%      40.3%      31.1%      21.0%      10.1%      12.4%       1.8%

 03                                     324.4     297.5      114.5       91.7      137.6      118.7       18.9       33.5       11.9
                                         18.4%     18.8%      16.9%      15.0%      22.8%      24.8%      15.2%      15.9%      13.7%
                                        100.0%     91.7%      35.3%      28.3%      42.4%      36.6%       5.8%      10.3%       3.7%

 04                                     486.1     446.6      185.9      165.5      156.5      119.6       36.9       59.7       44.5
                                         27.6%     28.3%      27.4%      27.0%      26.0%      25.0%      29.6%      28.3%      51.3%
                                        100.0%     91.9%      38.2%      34.0%      32.2%      24.6%       7.6%      12.3%       9.1%

 05                                     289.5     276.3      121.5      116.8       96.6       85.8       10.8       43.2       15.1
                                         16.4%     17.5%      17.9%      19.0%      16.0%      18.0%       8.7%      20.5%      17.4%
                                        100.0%     95.5%      42.0%      40.3%      33.4%      29.6%       3.7%      14.9%       5.2%

 06                                      89.5      85.6       24.0       23.1       50.6       45.2        5.4       10.4         .6
                                          5.1%      5.4%       3.5%       3.8%       8.4%       9.5%       4.3%       4.9%        .7%
                                        100.0%     95.6%      26.8%      25.9%      56.5%      50.5%       6.0%      11.6%        .7%

 07                                      22.8      20.7        1.9        1.9        9.7        5.9        3.8        6.8        2.2
                                          1.3%      1.3%        .3%        .3%       1.6%       1.2%       3.1%       3.2%       2.5%
                                        100.0%     90.8%       8.5%       8.5%      42.7%      25.9%      16.8%      30.0%       9.6%

 08                                       2.0       2.0          -          -          -          -          -        2.0          -
                                           .1%       .1%                                                                .9%
                                        100.0%     99.3%                                                              99.3%

 09                                       4.5       4.5         .1         .1          -          -          -        2.1        2.3
                                           .3%       .3%         *          *                                          1.0%       2.6%
                                        100.0%     99.9%       2.7%       2.7%                                        46.8%      50.4%

 10                                        .5         -          -          -          -          -          -          -          -
                                            *
                                        100.0%

 12                                        .1         -          -          -          -          -          -          -          -
                                            *
                                        100.0%

            CONTINUED
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                    TOTAL NUMBER OF PEOPLE LIVING IN THE  USEHOLD                                        QUESTION 1A
                       #==============================SKIER ORIGIN====================================#
                                       *...............................RESIDENTS..................................*
                                        *....... ........ ........ ALBERTA ........ ........ ........ .......*
                                                                                          OTHER    REGI-     HINT-
                             GRAND              CAL.&     CAL.      EDM.&     EDM. &    MAJOR     ONAL     ERLAND
                             TOTAL     TOTAL     REG.     METRO      ONC      REGION    CENTRE    MRKT.     MRKT.

13                             *         -         -         -         -         -         -         -         -
                               *
                            100.0%

14                            1.4       1.4        -         -        1.4        -        1.4        -         -
                              .1%       .1%                           .2%                 1.1%
                            100.0%    100.0%                        100.0%              100.0%

REFUSED                        .6        .6        -         -         .6        .6        -         -         -
                               *         *                            .1%       .1%
                            100.0%    100.0%                        100.0%    100.0%

NOT STATED                    2.3        -         -         -         -         -         -         -         -
                              .1%
                            100.0%

BASE: SKI DAYS (000'S)      1763.7    1578.9     679.2     613.3     602.1     477.6     124.6     210.9      86.6
                            100.0%     99.9%    100.1%    100.0%     99.8%     99.9%    100.0%     99.9%     99.9%
                            100.0%     89.5%     38.5%     34.8%     34.1%     27.1%      7.1%     12.0%      4.9%
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TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD QUESTION 1A

| | | | SKIER ORIGIN (CONT'D) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | CANADA | | | | | | | UNITED STATES | | | | OTHER |
| | GRAND TOTAL | TOTAL NON-RESI-DENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| 01 | 146.8 | 54.9 | 27.7 | 5.6 | 4.5 | 3.7 | 9.9 | 3.1 | .9 | 16.0 | 3.5 | 2.2 | 10.4 | 11.2 |
| | 8.3% | 29.7% | 22.0% | 27.2% | 17.1% | 21.0% | 22.6% | 25.3% | 18.2% | 40.7% | 43.3% | 22.5% | 47.8% | 56.9% |
| | 100.0% | 37.4% | 18.9% | 3.8% | 3.1% | 2.5% | 6.7% | 2.1% | .6% | 10.9% | 2.4% | 1.5% | 7.1% | 7.6% |
| 02 | 393.3 | 41.4 | 28.9 | 3.3 | 5.9 | 4.2 | 9.1 | 5.2 | 1.2 | 9.5 | 2.4 | 3.0 | 4.1 | 2.9 |
| | 22.3% | 22.4% | 23.0% | 16.1% | 22.2% | 23.6% | 20.7% | 43.3% | 24.5% | 24.2% | 29.3% | 31.2% | 19.1% | 14.9% |
| | 100.0% | 10.5% | 7.3% | .8% | 1.5% | 1.1% | 2.3% | 1.3% | .3% | 2.4% | .6% | .8% | 1.1% | .7% |
| 03 | 324.4 | 27.0 | 21.2 | 5.4 | 4.5 | 2.2 | 7.1 | 1.0 | 1.0 | 4.6 | 1.0 | 1.5 | 2.2 | 1.1 |
| | 18.4% | 14.6% | 16.9% | 26.5% | 16.9% | 12.6% | 16.2% | 9.5% | 19.5% | 11.7% | 12.5% | 14.9% | 10.0% | 5.7% |
| | 100.0% | 8.3% | 6.5% | 1.7% | 1.4% | .7% | 2.2% | .3% | .3% | 1.4% | .3% | .4% | .7% | .3% |
| 04 | 486.1 | 39.5 | 30.7 | 4.4 | 6.3 | 5.7 | 10.6 | 2.5 | 1.2 | 6.0 | .9 | 1.8 | 3.4 | 2.8 |
| | 27.6% | 21.4% | 24.4% | 21.3% | 23.8% | 32.0% | 24.1% | 21.1% | 24.1% | 15.3% | 10.0% | 18.4% | 15.9% | 14.1% |
| | 100.0% | 8.1% | 6.3% | .9% | 1.3% | 1.2% | 2.2% | .5% | .3% | 1.2% | .2% | .4% | .7% | .6% |
| 05 | 289.5 | 13.2 | 10.2 | .8 | 3.6 | 1.8 | 4.0 | .1 | - | 2.4 | .4 | 1.3 | .7 | .5 |
| | 16.4% | 7.1% | 8.2% | 3.9% | 13.5% | 10.3% | 9.1% | .6% | | 6.0% | 4.6% | 13.0% | 3.4% | 2.7% |
| | 100.0% | 4.5% | 3.5% | .3% | 1.2% | .6% | 1.4% | * | | .8% | .1% | .4% | .3% | .2% |
| 06 | 89.5 | 3.9 | 3.9 | .8 | 1.3 | .1 | 1.6 | .2 | * | * | - | - | * | * |
| | 5.1% | 2.1% | 3.1% | 3.8% | 4.7% | .4% | 3.6% | 1.2% | .8% | * | | | * | .1% |
| | 100.0% | 4.4% | 4.3% | .9% | 1.4% | .1% | 1.8% | .2% | * | * | | | * | * |
| 07 | 22.8 | 2.1 | 2.1 | - | .5 | - | 1.2 | - | .4 | - | - | - | - | - |
| | 1.3% | 1.1% | 1.7% | | 1.7% | | 2.7% | | 8.7% | | | | | |
| | 100.0% | 9.2% | 9.2% | | 2.0% | | 5.3% | | 1.9% | | | | | |
| 08 | 2.0 | * | - | - | - | - | - | - | - | * | * | - | - | - |
| | .1% | * | | | | | | | | * | .2% | | | |
| | 100.0% | .7% | | | | | | | | .7% | .7% | | | |
| 09 | 4.5 | * | * | - | - | * | - | - | - | - | - | - | - | - |
| | .3% | * | * | | | * | | | | | | | | |
| | 100.0% | .1% | .1% | | | .1% | | | | | | | | |
| 10 | .5 | .5 | .5 | - | - | - | .5 | - | - | - | - | - | - | - |
| | * | .2% | .4% | | | | 1.0% | | | | | | | |
| | 100.0% | 100.0% | 100.0% | | | | 100.0% | | | | | | | |
| 12 | .1 | .1 | - | - | - | - | - | - | - | - | - | - | - | .1 |
| | * | .1% | | | | | | | | | | | | .5% |
| | 100.0% | 100.0% | | | | | | | | | | | | 100.0% |

CONTINUED

TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD QUESTION 1A

SKIER ORIGIN (CONT'D)

|  | GRAND TOTAL | TOTAL NON-RESI-DENT | CANADA |  |  |  |  |  |  | UNITED STATES |  |  |  | OTHER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| 13 | * | * | - | - | - | - | - | - | - | - | - | - | - | * |
|  | * | * |  |  |  |  |  |  |  |  |  |  |  | .1% |
|  | 100.0% | 100.0% |  |  |  |  |  |  |  |  |  |  |  | 100.0% |
| 14 | 1.4 | - | - | - | - | - | - | - | - | - | - | - | - | - |
|  | .1% |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 100.0% |  |  |  |  |  |  |  |  |  |  |  |  |  |
| REFUSED | .6 | - | - | - | - | - | - | - | - | - | - | - | - | - |
|  | * |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 100.0% |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NOT STATED | 2.3 | 2.3 | .4 | .2 | - | - | - | - | .2 | .8 | - | - | .8 | 1.0 |
|  | .1% | 1.2% | .3% | 1.1% |  |  |  |  | 4.1% | 2.1% |  |  | 3.8% | 5.0% |
|  | 100.0% | 100.0% | 19.4% | 10.1% |  |  |  |  | 9.3% | 36.4% |  |  | 36.4% | 44.1% |
| BASE: SKI DAYS (000'S) | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
|  | 100.0% | 99.9% | 100.0% | 99.9% | 99.9% | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% |
|  | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

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          TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                              QUESTION 1A

                      #==================================ALBERTA DESTINATIONS==================================#
                      +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                        *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

01               146.8 108.3  53.4  54.9 100.1  45.1  54.9  85.2  34.0  51.1  42.2  15.8  26.3  38.0  14.3  23.7
                  8.3%  8.3%  4.8% 29.7% 11.4%  6.5% 29.7% 12.8%  6.9% 30.2% 11.9%  6.0% 29.4% 13.7%  7.1% 31.4%
                100.0% 73.8% 36.4% 37.4% 68.2% 30.7% 37.4% 58.0% 23.2% 34.8% 28.7% 10.8% 17.9% 25.9%  9.8% 16.1%

02               393.3 219.6 178.2  41.4 182.0 140.7  41.4 138.6 102.5  36.0  73.6  55.3  18.3  62.3  45.3  17.0
                 22.3% 16.9% 16.0% 22.4% 20.7% 20.2% 22.4% 20.9% 20.7% 21.3% 20.8% 20.8% 20.5% 22.6% 22.6% 22.5%
                100.0% 55.8% 45.3% 10.5% 46.3% 35.8% 10.5% 35.2% 26.1%  9.2% 18.7% 14.1%  4.7% 15.9% 11.5%  4.3%

03               324.4 259.6 232.7  27.0 182.1 155.1  27.0 151.3 125.7  25.6  78.3  64.7  13.7  68.8  57.6  11.1
                 18.4% 19.9% 20.8% 14.6% 20.7% 22.3% 14.6% 22.8% 25.4% 15.1% 22.1% 24.4% 15.3% 24.9% 28.7% 14.8%
                100.0% 80.0% 71.7%  8.3% 56.1% 47.8%  8.3% 46.6% 38.7%  7.9% 24.1% 19.9%  4.2% 21.2% 17.8%  3.4%

04               486.1 389.5 350.0  39.5 234.9 195.4  39.5 165.5 128.9  36.5  99.7  80.5  19.2  52.3  36.4  16.0
                 27.6% 29.9% 31.3% 21.4% 26.7% 28.1% 21.4% 24.9% 26.1% 21.5% 28.1% 30.3% 21.5% 18.9% 18.1% 21.2%
                100.0% 80.1% 72.0%  8.1% 48.3% 40.2%  8.1% 34.0% 26.5%  7.5% 20.5% 16.6%  4.0% 10.8%  7.5%  3.3%

05               289.5 231.3 218.2  13.2 132.9 119.7  13.2  87.5  75.7  11.8  38.0  30.5   7.5  45.2  41.3   3.9
                 16.4% 17.8% 19.5%  7.1% 15.1% 17.2%  7.1% 13.2% 15.3%  7.0% 10.7% 11.5%  8.3% 16.4% 20.6%  5.2%
                100.0% 79.9% 75.4%  4.5% 45.9% 41.4%  4.5% 30.2% 26.2%  4.1% 13.1% 10.5%  2.6% 15.6% 14.3%  1.3%

06                89.5  68.1  64.2   3.9  36.7  32.8   3.9  25.9  22.4   3.5  17.2  15.5   1.7   7.5   5.8   1.7
                  5.1%  5.2%  5.7%  2.1%  4.2%  4.7%  2.1%  3.9%  4.5%  2.1%  4.8%  5.8%  1.9%  2.7%  2.9%  2.2%
                100.0% 76.1% 71.7%  4.4% 41.0% 36.7%  4.4% 28.9% 25.0%  3.9% 19.2% 17.3%  1.9%  8.4%  6.5%  1.9%

07                22.8  17.4  15.3   2.1   7.5   5.4   2.1   6.7   4.7   2.0   3.2   2.5    .7   1.3    -    1.3
                  1.3%  1.3%  1.4%  1.1%   .9%   .8%  1.1%  1.0%   .9%  1.2%   .9%   .9%   .8%   .5%        1.8%
                100.0% 76.3% 67.1%  9.2% 33.0% 23.8%  9.2% 29.4% 20.5%  8.9% 13.9% 10.9%  3.0%  5.8%        5.8%

08                 2.0   1.2   1.2     *    .5    .5     *     *    -      *    -     -     -     -     -     -
                   .1%   .1%   .1%     *   .1%   .1%     *     *           *
                100.0% 62.2% 61.5%   .7% 24.0% 23.3%   .7%   .7%         .7%

09                 4.5   3.0   3.0     *    .7    .7     *    .7    .7     *    .6    .6    -     .1    .1    -
                   .3%   .2%   .3%     *   .1%   .1%     *   .1%   .1%     *   .2%   .2%           *   .1%
                100.0% 66.1% 66.0%   .1% 15.6% 15.6%   .1% 15.6% 15.6%   .1% 12.9% 12.9%        2.7%  2.7%

10                  .5    .5    -     .5    .5    -     .5    .5    -     .5    -     -     -     .5    -     .5
                     *     *         .2%   .1%         .2%   .1%         .3%                     .2%         .6%
                100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%                  100.0%      100.0%

12                  .1    .1    -     .1    .1    -     .1    .1    -     .1    -     -     -     .1    -     .1
                     *     *         .1%     *         .1%     *         .1%                       *         .1%
                100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%                  100.0%      100.0%
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                         TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                 QUESTION 1A

                                     #==================================ALBERTA DESTINATIONS==================================#
                                     +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                       *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                TOTAL  ALTA DENT  RES.    RMS DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

13                                   *     *     -     *     *     -     *     *     -     *     -     -     -     -     -     -
                                     *     *           *     *           *     *           *
                               100.0%100.0%      100.0%100.0%      100.0%100.0%      100.0%

14                                 1.4     -     -     -     -     -     -     -     -     -     -     -     -     -     -     -
                                   .1%
                               100.0%

REFUSED                             .6    .6    .6     -     -     -     -     -     -     -     -     -     -     -     -     -
                                     *     *   .1%
                               100.0%100.0%100.0%

NOT STATED                         2.3   2.3     -   2.3   2.3     -   2.3   2.3     -   2.3   2.0     -   2.0    .2     -    .2
                                   .1%   .2%        1.2%   .3%        1.2%   .3%        1.3%   .6%        2.3%   .1%         .3%
                               100.0%100.0%      100.0%100.0%      100.0% 99.8%       99.8% 90.5%       90.5%  9.3%        9.3%

BASE: SKI DAYS (000'S)         1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                               100.0% 99.8%100.0% 99.9%100.3%100.0% 99.9%100.0% 99.9%100.1%100.1% 99.9%100.0%100.0%100.1%100.1%
                               100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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                          TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                QUESTION 1A
                                  #==================================ALBERTA DESTINATIONS====================================#
                                  +---TOTAL ALBERTA---++----------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    *......TOTALS ......**......NORQUAY......**......*.MARMOT.......**..FOR-
                                                                                                                    TRESS.*
               GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
               TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

01             146.8   108.3    53.4    54.9   100.1    45.1    54.9     5.0     3.9     1.1    13.2     9.4     3.8     1.6
                8.3%    8.3%    4.8%   29.7%   11.4%    6.5%   29.7%   15.1%   13.6%   24.9%    9.5%    7.6%   24.9%    2.1%
              100.0%   73.8%   36.4%   37.4%   68.2%   30.7%   37.4%    3.4%    2.6%     .8%    9.0%    6.4%    2.6%    1.1%

02             393.3   219.6   178.2    41.4   182.0   140.7    41.4     2.6     1.9      .7    31.9    26.6     5.3    11.6
               22.3%   16.9%   16.0%   22.4%   20.7%   20.2%   22.4%    7.9%    6.7%   15.1%   22.9%   21.4%   34.8%   15.1%
              100.0%   55.8%   45.3%   10.5%   46.3%   35.8%   10.5%     .7%     .5%     .2%    8.1%    6.8%    1.4%    2.9%

03             324.4   259.6   232.7    27.0   182.1   155.1    27.0     4.2     3.3      .8    23.5    22.2     1.3     7.2
               18.4%   19.9%   20.8%   14.6%   20.7%   22.3%   14.6%   12.6%   11.8%   17.8%   16.9%   17.9%    8.7%    9.4%
              100.0%   80.0%   71.7%    8.3%   56.1%   47.8%    8.3%    1.3%    1.0%     .3%    7.3%    6.8%     .4%    2.2%

04             486.1   389.5   350.0    39.5   234.9   195.4    39.5    13.4    12.1     1.3    41.4    38.4     3.0    28.1
               27.6%   29.9%   31.3%   21.4%   26.7%   28.1%   21.4%   40.7%   42.7%   28.5%   29.7%   31.0%   19.4%   36.6%
              100.0%   80.1%   72.0%    8.1%   48.3%   40.2%    8.1%    2.8%    2.5%     .3%    8.5%    7.9%     .6%    5.8%

05             289.5   231.3   218.2    13.2   132.9   119.7    13.2     4.3     3.9      .4    18.6    17.2     1.4    26.8
               16.4%   17.8%   19.5%    7.1%   15.1%   17.2%    7.1%   13.0%   13.6%    9.4%   13.3%   13.9%    8.9%   34.9%
              100.0%   79.9%   75.4%    4.5%   45.9%   41.4%    4.5%    1.5%    1.3%     .1%    6.4%    5.9%     .5%    9.3%

06              89.5    68.1    64.2     3.9    36.7    32.8     3.9     1.2     1.1      .1     9.3     8.9      .4     1.5
                5.1%    5.2%    5.7%    2.1%    4.2%    4.7%    2.1%    3.8%    3.9%    2.8%    6.7%    7.2%    2.7%    1.9%
              100.0%   76.1%   71.7%    4.4%   41.0%   36.7%    4.4%    1.4%    1.2%     .1%   10.4%   10.0%     .5%    1.7%

07              22.8    17.4    15.3     2.1     7.5     5.4     2.1     2.2     2.2       *      .8      .9      .1       -
                1.3%    1.3%    1.4%    1.1%     .9%     .8%    1.1%    6.7%    7.7%     .5%     .6%     .6%     .4%
              100.0%   76.3%   67.1%    9.2%   33.0%   23.8%    9.2%    9.7%    9.6%     .1%    3.6%    3.3%     .3%

08               2.0     1.2     1.2       *      .5      .5       *       *       -       *      .5      .5       -       -
                 .1%     .1%     .1%       *     .1%     .1%       *       *             .3%     .3%     .4%
              100.0%   62.2%   61.5%     .7%   24.0%   23.3%     .7%     .7%             .7%   23.3%   23.3%

09               4.5     3.0     3.0       *      .7      .7       *       *       -       *       -       -       -       -
                 .3%     .2%     .3%       *     .1%     .1%       *       *             .1%
              100.0%   66.1%   66.0%     .1%   15.6%   15.6%     .1%     .1%             .1%

10                .5      .5       -      .5      .5       -      .5       -       -       -       -       -       -       -
                   *       *             .2%     .1%             .2%
              100.0%  100.0%          100.0%  100.0%          100.0%

12                .1      .1       -      .1      .1       -      .1       -       -       -       -       -       -       -
                   *       *             .1%       *             .1%
              100.0%  100.0%          100.0%  100.0%          100.0%

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                    TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                      QUESTION 1A
                               #====================================ALBERTA DESTINATIONS=====================================================#
                               +---TOTAL ALBERTA---++----------------------------------ROCKY MOUNTAIN SKIING---------------------------------+
                                                               *......TOTALS ......**......NORQUAY......**......*.MARMOT......**..FOR-
                                                                                                                                   TRESS.*
                                 GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
                                 TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

13                                   *       *       -       *       *       -       *       *       -       *       -       -       -       -
                                     *       *               *       *               *     .1%             .4%
                                100.0%  100.0%          100.0%  100.0%          100.0%  100.0%          100.0%

14                                 1.4       -       -       -       -       -       -       -       -       -       -       -       -       -
                                   .1%
                                100.0%

REFUSED                             .6      .6      .6       -       -       -       -       -       -       -       -       -       -       -
                                     *       *     .1%
                                100.0%  100.0%  100.0%

NOT STATED                         2.3     2.3       -     2.3     2.3       -     2.3       -       -       -       *       -       *       -
                                   .1%     .2%            1.2%     .3%            1.2%                               *               *
                                100.0%  100.0%          100.0%  100.0%          100.0%                             .2%             .2%

BASE: SKI DAYS (000'S)          1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                100.0%   99.9%  100.0%   99.9%  100.3%  100.0%   99.9%   99.9%  100.0%   99.8%   99.9%  100.0%   99.6%  100.0%
                                100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
                    TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                   QUESTION 1A
                              #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                              +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                       TOTAL
                                                                       FLAT-                    EASTERN
                          GRAND   TOTAL   RESI-   NON-            RESI-   LAND    RESI-            KOOTE-
                          TOTAL    ALTA   DENT    RES.    TOTAL   DENT    RES.    DENT    TOTAL   NAYS     TOTAL MONTANA

 01                       146.8   108.3   53.4    54.9    100.1   45.1     8.3    38.5    32.4    15.0      6.1     6.1
                           8.3%    8.3%    4.8%   29.7%   11.4%    6.5%    2.0%    8.3%   11.6%    8.6%     3.5%    6.2%
                          100.0%   73.8%   36.4%   37.4%   68.2%   30.7%    5.6%   26.2%   22.0%   10.2%     4.1%    4.1%

 02                       393.3   219.6   178.2   41.4    182.0   140.7    37.5   173.7    90.9    55.5     78.4    30.8
                           22.3%   16.9%   16.0%   22.4%   20.7%   20.2%    8.9%   37.6%   32.6%   31.9%    45.0%   31.1%
                          100.0%   55.8%   45.3%   10.5%   46.3%   35.8%    9.5%   44.2%   23.1%   14.1%    19.9%    7.8%

 03                       324.4   259.6   232.7   27.0    182.1   155.1    76.9    64.8    32.6    21.0     28.6    12.1
                           18.4%   19.9%   20.8%   14.6%   20.7%   22.3%   18.3%   14.0%   11.7%   12.1%    16.4%   12.3%
                          100.0%   80.0%   71.7%    8.3%   56.1%   47.8%   23.7%   20.0%   10.1%    6.5%     8.8%    3.7%

 04                       486.1   389.5   350.0   39.5    234.9   195.4   154.6    96.6    52.0    32.5     44.6    38.4
                           27.6%   29.9%   31.3%   21.4%   26.7%   28.1%   36.7%   20.9%   18.6%   18.7%    25.6%   38.8%
                          100.0%   80.1%   72.0%    8.1%   48.3%   40.2%   31.8%   19.9%   10.7%    6.7%     9.2%    7.9%

 05                       289.5   231.3   218.2   13.2    132.9   119.7    98.5    58.2    43.6    24.1     14.6    10.7
                           16.4%   17.8%   19.5%    7.1%   15.1%   17.2%   23.4%   12.6%   15.6%   13.8%     8.4%   10.8%
                          100.0%   79.9%   75.4%    4.5%   45.9%   41.4%   34.0%   20.1%   15.1%    8.3%     5.0%    3.7%

 06                        89.5    68.1   64.2     3.9     36.7    32.8    31.4    21.4    18.7    18.7      2.1      .8
                            5.1%    5.2%    5.7%    2.1%    4.2%    4.7%    7.5%    4.6%    6.7%   10.7%     1.2%     .9%
                          100.0%   76.1%   71.7%    4.4%   41.0%   36.7%   35.1%   23.9%   20.9%   20.9%     2.3%     .9%

 07                        22.8    17.4   15.3     2.1      7.5     5.4     9.9     5.4     5.4     3.5       -       -
                            1.3%    1.3%    1.4%    1.1%     .9%     .8%    2.3%    1.2%    1.9%    2.0%
                          100.0%   76.3%   67.1%    9.2%   33.0%   23.8%   43.2%   23.7%   23.7%   15.5%

 08                         2.0     1.2    1.2       *       .5      .5      .8      .8      .8      .8        -       -
                             .1%     .1%     .1%      *      .1%     .1%     .2%     .2%     .3%     .4%
                          100.0%   62.2%   61.5%     .7%   24.0%   23.3%   38.2%   37.8%   37.8%   37.8%

 09                         4.5     3.0    3.0       *       .7      .7     2.3     1.5     1.5     1.5       -       -
                             .3%     .2%     .3%      *      .1%     .1%     .5%     .3%     .5%     .9%
                          100.0%   66.1%   66.0%     .1%   15.6%   15.6%   50.4%   33.9%   33.9%   33.9%

 10                          .5      .5      -       .5      .5       -       -       -       -       -         -       -
                              *       *              .2%     .1%
                          100.0%  100.0%          100.0%  100.0%

 12                          .1      .1      -       .1      .1       -       -       -       -       -         -       -
                              *       *              .1%      *
                          100.0%  100.0%          100.0%  100.0%

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TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                              QUESTION 1A
                         #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION=======#
                         +----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
                                                                      TOTAL
                                                                      FLAT-                       EASTERN
                     GRAND   TOTAL   RESI-    NON-              RESI-   LAND    RESI-             KOOTE-
                     TOTAL    ALTA   DENT     RES.     TOTAL    DENT    RES.    DENT     TOTAL    NAYS     TOTAL MONTANA

13                      *       *       -        *        *       -       -       -        -        -        -       -
                        *       *                *        *
                    100.0%  100.0%           100.0%   100.0%

14                    1.4       -       -        -        -       -       -     1.4      1.4      1.4        -       -
                      .1%                                                       .3%      .5%      .8%
                    100.0%                                                   100.0%   100.0%   100.0%

REFUSED                .6      .6      .6        -        -       -      .6       -        -        -        -       -
                        *       *     .1%                               .1%
                    100.0%  100.0%  100.0%                           100.0%

NOT STATED            2.3     2.3       -      2.3      2.3       -       -       -        -        -        -       -
                      .1%     .2%             1.2%      .3%
                    100.0%  100.0%           100.0%   100.0%

BASE: SKI DAYS (000'S)  1763.7  1301.5  1116.7   184.8    880.2   695.5   420.6   462.2    279.2    174.1    174.3    99.0
                    100.0%   99.8%  100.0%    99.9%   100.3%  100.0%   99.9%  100.0%   100.0%    99.9%   100.1%  100.1%
                    100.0%   73.8%   63.3%    10.5%    49.9%   39.4%   23.9%   26.2%    15.8%     9.9%     9.9%    5.6%
                    TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                       QUESTION 1A
                                    #==================================TRIP TIMING====================================#
                                    +----------------SEASON----------------++-----------------PERIOD SKIED-----------------+
                                                                            *......DAY SKIING......**...OVERNIGHT SKIING...*
                               LAST
                               TRIP START - XMAS -   EARLY    LATE    SPRING
                              TOTAL  UP   NEW YEAR  WINTER   WINTER            TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

01                            122.5   1.2    13.7    29.9     37.1     40.6     27.3    13.8    13.5     94.9    67.7    27.2
                              11.5%   4.2%    8.0%   11.7%     9.7%    17.6%     8.6%    7.9%    9.5%    12.7%   13.8%   10.7%
                             100.0%   1.0%   11.2%   24.4%    30.3%    33.1%    22.3%   11.3%   11.0%    77.5%   55.2%   22.2%

02                            249.9   5.6    41.6    62.2     80.8     59.7     55.9    24.2    31.7    194.1   100.0    94.1
                              23.4%  19.5%   24.3%   24.3%    21.2%    25.9%    17.7%   13.8%   22.5%    26.0%   20.4%   36.9%
                             100.0%   2.3%   16.6%   24.9%    32.3%    23.9%    22.4%    9.7%   12.7%    77.6%   40.0%   37.6%

03                            172.1  11.9    29.7    33.7     66.5     30.5     48.3    25.7    22.6    122.7    80.2    42.5
                              16.1%  41.1%   17.4%   13.1%    17.4%    13.2%    15.3%   14.7%   16.0%    16.5%   16.4%   16.7%
                             100.0%   6.9%   17.2%   19.6%    38.6%    17.7%    28.1%   15.0%   13.1%    71.3%   46.6%   24.7%

04                            294.2   7.8    40.4    77.9    108.4     59.7     86.1    55.1    31.0    205.3   150.5    54.8
                              27.6%  27.0%   23.6%   30.4%    28.4%    25.9%    27.3%   31.6%   22.0%    27.6%   30.7%   21.5%
                             100.0%   2.6%   13.7%   26.5%    36.8%    20.3%    29.3%   18.7%   10.5%    69.8%   51.2%   18.6%

05                            162.7   1.9    27.3    35.5     67.0     31.1     68.1    40.5    27.6     92.9    68.0    24.9
                              15.2%   6.7%   15.9%   13.8%    17.6%    13.5%    21.6%   23.2%   19.6%    12.5%   13.9%    9.8%
                             100.0%   1.2%   16.7%   21.8%    41.2%    19.1%    41.9%   24.9%   17.0%    57.1%   41.8%   15.3%

06                             46.9    .3    16.8    10.5     15.4      3.8     20.2    11.8     8.4     26.6    19.1     7.6
                               4.4%   1.1%    9.8%    4.1%     4.0%     1.7%     6.4%    6.8%    6.0%     3.6%    3.9%    3.0%
                             100.0%    .7%   35.9%   22.4%    32.8%     8.2%    43.1%   25.2%   17.9%    56.9%   40.7%   16.2%

07                             11.1    -      1.6     2.6      2.3      4.7      4.6     1.2     3.3      5.6     2.0     3.9
                               1.0%            .9%    1.0%      .6%     2.1%     1.4%     .7%    2.4%      .8%     .4%    1.5%
                             100.0%          13.3%   23.0%    20.6%    42.4%    40.9%   11.1%   29.9%    52.2%   17.6%   34.6%

08                              1.5    -       -       .8       .8       *       1.5      -      1.5       *       *       -
                                .1%                    .3%      .2%      *        .5%            1.1%      *       *
                             100.0%                  49.3%    49.8%     1.0%    99.0%           99.0%     1.0%    1.0%

09                              1.6    .1      *       .8       .8       -       1.6      .1     1.5       *       *       -
                                .2%    .4%     *       .3%      .2%               .5%     .1%    1.1%      *       *
                             100.0%   7.3%     .2%   46.5%    46.0%             99.8%    7.3%   92.5%      .2%     .2%

10                               .5    -       -       -        .5       -        -       -       -        .5      .5      -
                                 *                              .1%                                        .1%     .1%
                             100.0%                          100.0%                                     100.0%  100.0%

12                               .1    -       -       .1       -        -        -       -       -        .1      .1      -
                                 *                     *                                                   *       *
                             100.0%                 100.0%                                              100.0%  100.0%
```

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TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                     QUESTION 1A
                         #=====================================TRIP TIMING=========================================#
                         +----------------SEASON----------------++-------------------PERIOD SKIED-------------------+
                                                                  *......DAY SKIING......**...OVERNIGHT SKIING...*
                     LAST
                     TRIP START - XMAS -   EARLY    LATE   SPRING
                    TOTAL   UP   NEW YEAR WINTER   WINTER          TOTAL WEEKDAY WEEKEND   TOTAL MIDWEEK WEEKEND

13                      *      -       *       -       -       -       -       -       -       *       *       -
                        *              *                                                       *       *
                   100.0%         100.0%                                                  100.0%  100.0%

14                    1.4      -       -       -     1.4       -     1.4     1.4       -       -       -       -
                      .1%                             .4%             .4%     .8%
                   100.0%                         100.0%          100.0%  100.0%

REFUSED                .6      -       -      .6       -       -      .6      .6       -       -       -       -
                      .1%                    .2%                     .2%     .4%
                   100.0%                 100.0%                  100.0%  100.0%

NOT STATED            2.3      -       -     1.7      .4      .2      .1       *      .1     2.2     2.0      .1
                      .2%                    .7%     .1%     .1%       *       *       *     .3%     .4%     .1%
                   100.0%                  74.2%   16.5%    9.3%    3.3%     .2%    3.1%   96.7%   90.5%    6.2%

BASE: SKI DAYS (000'S)  1067.5   28.9   171.0   256.2   381.2   230.3   315.8   174.6   141.2   745.1   490.0   255.1
      ON LAST TRIP      99.9% 100.0%   99.9%   99.9%   99.9%  100.0%   99.9%  100.0%  100.2%  100.1%  100.0%  100.2%
                       100.0%   2.7%   16.0%   24.0%   35.7%   21.6%   29.6%   16.4%   13.2%   69.8%   45.9%   23.9%
                    TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                     QUESTION 1A

                        *================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)==================================*
                              +----TRAVEL----++-----------MODE(S)------------++----ACCOMMODATION-----++-----SATISFACTION-----+
                                       INDE-                                     HOTEL/                   *...(TRIP IN GENERAL)..*
                                       PEN-                                      MOTEL/  PRIVATE             EXCEL-          FAIR/
                         TOTAL  PACKAGE DENT     CAR      AIR      BUS     TRAIN  LODGE   HOME     OTHER    LENT     GOOD     POOR

 01                      89.2    16.6    72.6    52.4    40.3     22.1     2.9    50.4    12.0      5.5    43.8     36.0      8.8
                         11.5%   12.7%   11.2%    8.9%   32.2%    16.7%   31.2%   15.0%    9.8%    12.6%   13.9%     9.3%    12.0%
                        100.0%   18.6%   81.4%   58.8%   45.1%    24.8%    3.2%   56.5%   13.4%     6.1%   49.1%    40.3%     9.9%

 02                     150.7    17.6   133.1   124.9    29.7     12.7     2.5    70.8    23.5      7.6    47.6     87.5     15.6
                         19.4%   13.5%   20.6%   21.1%   23.7%     9.6%   26.6%   21.1%   19.2%    17.4%   15.1%    22.7%    21.3%
                        100.0%   11.7%   88.3%   82.9%   19.7%     8.4%    1.6%   46.9%   15.6%     5.0%   31.6%    58.0%    10.4%

 03                     138.6    26.7   111.9   112.6    18.7     18.6     1.2    74.0    19.4      3.2    64.4     59.2     15.0
                         17.8%   20.4%   17.3%   19.0%   14.9%    14.0%   12.8%   22.1%   15.9%     7.5%   20.4%    15.3%    20.5%
                        100.0%   19.3%   80.7%   81.3%   13.5%    13.4%     .9%   53.4%   14.0%     2.3%   46.5%    42.7%    10.8%

 04                     224.5    40.9   183.6   170.9    23.9     40.8     2.1    77.7    48.2     20.2    95.9    108.3     19.3
                         28.9%   31.2%   28.4%   28.9%   19.1%    30.8%   22.7%   23.2%   39.5%    46.6%   30.4%    28.0%    26.4%
                        100.0%   18.2%   81.8%   76.1%   10.6%    18.2%     .9%   34.6%   21.5%     9.0%   42.7%    48.2%     8.6%

 05                     118.6    17.1   101.6    88.8     6.7     27.1      .6    39.8    13.3      3.1    41.8     67.7      9.1
                         15.3%   13.0%   15.7%   15.0%    5.3%    20.5%    6.6%   11.9%   10.9%     7.1%   13.2%    17.5%    12.5%
                        100.0%   14.4%   85.6%   74.9%    5.6%    22.8%     .5%   33.5%   11.2%     2.6%   35.2%    57.1%     7.7%

 06                      40.1    10.7    29.4    30.1     1.8      9.6       *    20.7     2.5      1.2    18.0     16.8      5.3
                          5.2%    8.2%    4.6%    5.1%    1.4%     7.3%     .2%    6.2%    2.0%     2.7%    5.7%     4.3%     7.2%
                        100.0%   26.6%   73.4%   75.1%    4.4%    24.0%       *   51.6%    6.1%     2.9%   44.9%    41.8%    13.2%

 07                       9.0      .6     8.4     8.3     1.6       .7       -     1.2     1.6      2.2     3.6      5.4        -
                          1.2%     .5%    1.3%    1.4%    1.3%      .5%             .4%    1.3%     5.1%    1.1%     1.4%
                        100.0%    6.9%   93.1%   92.2%   18.3%     7.8%           13.9%   18.0%    24.4%   39.6%    60.4%

 08                        .8       *      .8      .8       *        -       -       *       -        -       *       .8        -
                           .1%      *      .1%     .1%      *                        *                        *       .2%
                        100.0%    1.9%   98.1%  100.0%    1.9%                    1.9%                     1.9%    98.1%

 09                       1.6       -     1.6     1.6       -        -       -       -       *        -       -      1.6        -
                           .2%             .3%     .3%                                     *                         .4%
                        100.0%          100.0%  100.0%                                      .2%                      100.0%

 10                        .5       -      .5       -      .5        -       -       -      .5        -      .5        -        -
                           .1%             .1%             .4%                              .4%               .1%
                        100.0%          100.0%          100.0%                           100.0%            100.0%

 12                        .1      .1       -       -      .1       .1       -      .1       -        -       -       .1        -
                            *      .1%                     .1%      .1%              *                                 *
                        100.0%  100.0%                  100.0%   100.0%          100.0%                            100.0%
```

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                              TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                  QUESTION 1A

                                    #================================TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)==================================#
                                             +----TRAVEL----++------------MODE(S)------------++-----ACCOMMODATION-----++-----SATISFACTION-----+
                                                      INDE-                                        HOTEL/                          *...(TRIP IN GENERAL)..*
                                                      PEN-                                         MOTEL/  PRIVATE                  EXCEL-          FAIR/
                                      TOTAL  PACKAGE  DENT     CAR      AIR      BUS      TRAIN    LODGE   HOME      OTHER     LENT     GOOD      POOR

13                                        *       -        *        *        *        -        -        *        -        -        -        *        -
                                          *                *        *        *                          *                                     *
                                     100.0%           100.0%   100.0%   100.0%                     100.0%                               100.0%

REFUSED                                  .6       -       .6       .6        -        -        -        -        -        -        -       .6        -
                                        .1%              .1%      .1%                                                                      .2%
                                     100.0%           100.0%   100.0%                                                                   100.0%

NOT STATED                              2.3      .6      1.7       .5      2.1       .6        -       .6      1.2       .4        *      2.3        -
                                        .3%     .5%      .3%      .1%     1.7%      .5%               .2%     1.0%     1.0%        *      .6%
                                     100.0%   26.5%    73.5%    22.9%    93.6%    26.5%             26.5%    53.4%    19.9%      .2%    99.8%

BASE: SKI DAYS (000'S)                776.6   130.9    645.8    591.7    125.2    132.2      9.3    335.2    122.1     43.3    315.6    386.2     73.2
      ON LAST TRIP                   100.1%  100.1%   100.0%   100.0%   100.1%   100.0%   100.1%   100.1%   100.0%   100.0%    99.9%    99.9%    99.9%
                                     100.0%   15.9%    83.1%    76.2%    16.1%    17.0%     1.2%    43.2%    15.7%     5.6%    40.6%    49.7%     9.4%
```

```
          TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                              QUESTION 1A
                #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)===================#
                          +-------------PURPOSE--------------++------EXPERIENCE------+
                                                      SKI
                                              SKI     AND
                                    SKI       AND   BUSINESS/     FIRST      REPEAT
                           TOTAL  VACATION    VFR   CONVENTION    VISIT      VISIT

01                         54.9     36.5      9.7      8.2        26.8       28.1
                           29.7%    29.7%    26.6%    32.7%       30.2%      29.3%
                          100.0%    66.4%    17.7%    14.9%       48.8%      51.2%

02                         41.4     26.4      9.4      4.0        20.4       20.8
                           22.4%    21.5%    25.8%    16.0%       23.0%      21.7%
                          100.0%    63.8%    22.7%     9.7%       49.4%      50.4%

03                         27.0     18.2      6.1      4.7        10.9       16.1
                           14.6%    14.8%    16.6%    18.7%       12.3%      16.7%
                          100.0%    67.5%    22.5%    17.4%       40.4%      59.6%

04                         39.5     28.8      5.1      5.3        20.6       18.9
                           21.4%    23.4%    14.0%    21.0%       23.2%      19.7%
                          100.0%    72.9%    13.0%    13.3%       52.2%      47.8%

05                         13.2      8.3      2.6      2.1         5.9        7.3
                            7.1%     6.8%     7.1%     8.5%        6.6%       7.6%
                          100.0%    63.1%    19.6%    16.2%       44.8%      55.2%

06                          3.9      3.1       .7       -          1.9        2.0
                            2.1%     2.5%     2.0%                 2.2%       2.1%
                          100.0%    79.2%    18.5%                49.1%      50.9%

07                          2.1       .7       .9       .8          .7        1.4
                            1.1%      .6%     2.6%     3.1%         .7%       1.5%
                          100.0%    34.1%    44.2%    37.2%       31.2%      68.8%

08                           *        -        -        *           *          -
                             *                          .1%         *
                          100.0%                      100.0%      100.0%

09                           *        -        *        -           -          *
                             *                 *                                 *
                          100.0%             100.0%                          100.0%

10                           .5       -        .5       -           .5         -
                             .2%              1.2%                  .5%
                          100.0%             100.0%               100.0%

12                           .1       .1       -        -           -          .1
                             .1%      .1%                                      .1%
                          100.0%    100.0%                                   100.0%

      CONTINUED
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```
                    TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                  QUESTION 1A
                         #===================TRAVEL BEHAVIOUR(NON-RESIDENTS)====================#
                                   +------------PURPOSE--------------++-------EXPERIENCE------+
                                                                 SKI
                                                   SKI           AND
                                       SKI         AND        BUSINESS/      FIRST       REPEAT
                              TOTAL  VACATION      VFR       CONVENTION      VISIT       VISIT

13                               *         *         -             -            *           -
                                 *         *                                    *
                            100.0%    100.0%                               100.0%

NOT STATED                     2.3        .8       1.4             -          1.0         1.2
                              1.2%       .7%      4.0%                        1.2%        1.3%
                            100.0%     35.9%     64.1%                       46.4%       53.6%

BASE: SKI DAYS (000'S)       184.8     122.9      36.4          25.1          88.7        96.0
                             99.9%    100.1%     99.9%        100.1%         99.9%      100.0%
                            100.0%     66.5%     19.7%         13.6%         48.0%       51.9%
```

TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD

QUESTION 1A

| | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | SKILL | | | | AGE | | | | | | | | |
| | GRAND TOTAL | BEGIN- NER | INTER- MEDIATE | AD- VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| 01 | 146.8 | 11.8 | 55.8 | 67.2 | 11.8 | - | 25.2 | 46.2 | 35.9 | 19.1 | 14.5 | 2.2 | 1.4 | .4 |
| | 8.3% | 6.7% | 6.8% | 11.0% | 7.8% | | 5.0% | 15.3% | 23.9% | 13.4% | 16.8% | 10.8% | 5.1% | 1.5% |
| | 100.0% | 8.0% | 38.0% | 45.8% | 8.0% | | 17.2% | 31.4% | 24.4% | 13.0% | 9.9% | 1.5% | .9% | .3% |
| 02 | 393.3 | 29.9 | 167.9 | 131.4 | 64.1 | 10.3 | 136.9 | 145.1 | 30.5 | 21.4 | 12.1 | 2.8 | 10.6 | 23.3 |
| | 22.3% | 17.0% | 20.4% | 21.5% | 42.6% | 2.1% | 27.0% | 48.0% | 20.2% | 14.9% | 14.0% | 13.8% | 39.2% | 90.0% |
| | 100.0% | 7.6% | 42.7% | 33.4% | 16.3% | 2.6% | 34.8% | 36.9% | 7.7% | 5.4% | 3.1% | .7% | 2.7% | 5.9% |
| 03 | 324.4 | 26.4 | 95.8 | 179.8 | 22.4 | 86.3 | 120.0 | 50.4 | 31.2 | 14.5 | 14.7 | 2.1 | 4.0 | 1.2 |
| | 18.4% | 15.0% | 11.6% | 29.4% | 14.9% | 17.3% | 23.7% | 16.7% | 20.7% | 10.1% | 17.1% | 10.3% | 14.9% | 4.7% |
| | 100.0% | 8.1% | 29.5% | 55.4% | 6.9% | 26.6% | 37.0% | 15.5% | 9.6% | 4.5% | 4.5% | .6% | 1.2% | .4% |
| 04 | 486.1 | 58.7 | 252.2 | 139.1 | 35.4 | 187.1 | 108.6 | 48.3 | 25.3 | 72.4 | 26.1 | 7.0 | 10.6 | .6 |
| | 27.6% | 33.4% | 30.6% | 22.7% | 23.5% | 37.4% | 21.4% | 16.0% | 16.8% | 50.6% | 30.3% | 34.8% | 39.2% | 2.5% |
| | 100.0% | 12.1% | 51.9% | 28.6% | 7.3% | 38.5% | 22.3% | 9.9% | 5.2% | 14.9% | 5.4% | 1.4% | 2.2% | .1% |
| 05 | 289.5 | 37.8 | 186.6 | 64.6 | .4 | 167.2 | 60.8 | 7.6 | 19.7 | 15.6 | 14.4 | 4.0 | - | .2 |
| | 16.4% | 21.6% | 22.6% | 10.6% | .3% | 33.5% | 12.0% | 2.5% | 13.1% | 10.9% | 16.8% | 19.9% | | .8% |
| | 100.0% | 13.1% | 64.4% | 22.3% | .2% | 57.8% | 21.0% | 2.6% | 6.8% | 5.4% | 5.0% | 1.4% | | .1% |
| 06 | 89.5 | 7.5 | 46.0 | 25.8 | 10.2 | 41.2 | 34.5 | 3.3 | 5.4 | * | 4.2 | .7 | .3 | - |
| | 5.1% | 4.3% | 5.6% | 4.2% | 6.8% | 8.2% | 6.8% | 1.1% | 3.6% | * | 4.9% | 3.4% | 1.0% | |
| | 100.0% | 8.3% | 51.4% | 28.9% | 11.4% | 46.0% | 38.5% | 3.7% | 6.0% | * | 4.7% | .8% | .3% | |
| 07 | 22.8 | 3.6 | 11.8 | 1.4 | 6.1 | 4.6 | 16.2 | 1.0 | .3 | - | - | .4 | .2 | - |
| | 1.3% | 2.0% | 1.4% | .2% | 4.0% | .9% | 3.2% | .3% | .2% | | | 2.2% | .6% | |
| | 100.0% | 15.7% | 51.6% | 6.1% | 26.6% | 20.3% | 71.2% | 4.3% | 1.5% | | | 1.9% | .8% | |
| 08 | 2.0 | - | 2.0 | - | * | 1.2 | .8 | - | - | - | - | - | - | - |
| | .1% | | .2% | | * | .2% | .2% | | | | | | | |
| | 100.0% | | 99.3% | | .7% | 61.5% | 38.5% | | | | | | | |
| 09 | 4.5 | * | 4.5 | - | - | - | 2.2 | - | 2.3 | - | - | - | - | - |
| | .3% | * | .5% | | | | .4% | | 1.5% | | | | | |
| | 100.0% | .1% | 99.9% | | | | 49.6% | | 50.4% | | | | | |
| 10 | .5 | - | .5 | - | - | - | .5 | - | - | - | - | - | - | - |
| | * | | .1% | | | | .1% | | | | | | | |
| | 100.0% | | 100.0% | | | | 100.0% | | | | | | | |
| 12 | .1 | - | .1 | - | - | - | - | .1 | - | - | - | - | - | - |
| | * | | * | | | | | * | | | | | | |
| | 100.0% | | 100.0% | | | | | 100.0% | | | | | | |

CONTINUED

TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD

QUESTION 1A

| | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | SKILL | | | | AGE | | | | | | | | |
| | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| 13 | * | - | - | * | - | - | - | * | - | - | - | - | - | - |
| | * | | | * | | | | * | | | | | | |
| | 100.0% | | | 100.0% | | | | 100.0% | | | | | | |
| 14 | 1.4 | - | - | 1.4 | - | 1.4 | - | - | - | - | - | - | - | - |
| | .1% | | | .2% | | .3% | | | | | | | | |
| | 100.0% | | | 100.0% | | 100.0% | | | | | | | | |
| REFUSED | .6 | - | .6 | - | - | - | .6 | - | - | - | - | - | - | - |
| | * | | .1% | | | | .1% | | | | | | | |
| | 100.0% | | 100.0% | | | | 100.0% | | | | | | | |
| NOT STATED | 2.3 | - | .7 | 1.5 | - | .4 | .7 | .1 | - | - | - | 1.0 | - | .1 |
| | .1% | | .1% | .2% | | .1% | .1% | * | | | | 4.9% | | .5% |
| | 100.0% | | 32.8% | 67.2% | | 16.5% | 29.9% | 3.3% | | | | 44.1% | | 6.2% |
| BASE: SKI DAYS (000'S) | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 99.9% | 99.9% | 100.1% | 100.0% | 100.0% |
| | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD QUESTION 1A

| | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | RESIDENT AGE | | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| 01 | 146.8<br>8.3%<br>100.0% | 91.8<br>5.8%<br>62.6% | - | 8.7<br>1.9%<br>5.9% | 27.1<br>10.7%<br>18.5% | 27.1<br>21.3%<br>18.5% | 14.1<br>11.1%<br>9.6% | 14.0<br>10.8%<br>9.6% | 115.7<br>10.5%<br>78.8% | 31.1<br>4.7%<br>21.2% | 43.4<br>14.6%<br>29.6% | 44.0<br>10.7%<br>30.0% | 22.5<br>11.2%<br>15.4% | 14.1<br>2.2%<br>9.6% |
| 02 | 393.3<br>22.3%<br>100.0% | 351.9<br>22.3%<br>89.5% | 10.3<br>2.1%<br>2.6% | 124.2<br>27.7%<br>31.6% | 130.1<br>51.1%<br>33.1% | 24.8<br>19.5%<br>6.3% | 18.5<br>14.6%<br>4.7% | 43.7<br>33.6%<br>11.1% | 198.1<br>17.9%<br>50.4% | 195.1<br>29.7%<br>49.6% | 68.0<br>22.9%<br>17.3% | 165.0<br>40.2%<br>42.0% | 64.8<br>32.3%<br>16.5% | 44.3<br>7.0%<br>11.3% |
| 03 | 324.4<br>18.4%<br>100.0% | 297.5<br>18.8%<br>91.7% | 84.2<br>17.2%<br>25.9% | 113.6<br>25.4%<br>35.0% | 43.4<br>17.1%<br>13.4% | 27.4<br>21.5%<br>8.4% | 12.1<br>9.5%<br>3.7% | 16.7<br>12.9%<br>5.2% | 182.3<br>16.5%<br>56.2% | 142.2<br>21.7%<br>43.8% | 90.4<br>30.4%<br>27.9% | 64.3<br>15.6%<br>19.8% | 33.6<br>16.8%<br>10.4% | 112.3<br>17.9%<br>34.6% |
| 04 | 486.1<br>27.6%<br>100.0% | 446.6<br>28.3%<br>91.9% | 183.2<br>37.4%<br>37.7% | 92.8<br>20.7%<br>19.1% | 43.9<br>17.3%<br>9.0% | 22.6<br>17.8%<br>4.7% | 68.2<br>53.6%<br>14.0% | 35.8<br>27.5%<br>7.4% | 319.5<br>28.9%<br>65.7% | 166.6<br>25.4%<br>34.3% | 57.6<br>19.4%<br>11.8% | 87.9<br>21.4%<br>18.1% | 63.1<br>31.4%<br>13.0% | 212.3<br>33.8%<br>43.7% |
| 05 | 289.5<br>16.4%<br>100.0% | 276.3<br>17.5%<br>95.5% | 165.0<br>33.6%<br>57.0% | 56.2<br>12.5%<br>19.4% | 6.7<br>2.6%<br>2.3% | 18.1<br>14.2%<br>6.2% | 14.3<br>11.2%<br>4.9% | 16.1<br>12.4%<br>5.6% | 198.0<br>17.9%<br>68.4% | 91.5<br>13.9%<br>31.6% | 25.5<br>8.6%<br>8.8% | 34.4<br>8.4%<br>11.9% | 9.5<br>4.7%<br>3.3% | 182.1<br>29.0%<br>62.9% |
| 06 | 89.5<br>5.1%<br>100.0% | 85.6<br>5.4%<br>95.6% | 40.5<br>8.3%<br>45.3% | 32.9<br>7.3%<br>36.7% | 3.1<br>1.2%<br>3.5% | 5.2<br>4.1%<br>5.8% | - | 3.8<br>3.0%<br>4.3% | 68.5<br>6.2%<br>76.5% | 21.0<br>3.2%<br>23.5% | 9.2<br>3.1%<br>10.2% | 7.1<br>1.7%<br>7.9% | 4.2<br>2.1%<br>4.7% | 54.6<br>8.7%<br>61.0% |
| 07 | 22.8<br>1.3%<br>100.0% | 20.7<br>1.3%<br>90.8% | 4.6<br>.9%<br>20.0% | 16.2<br>3.6%<br>70.8% | - | - | - | - | 18.9<br>1.7%<br>82.9% | 3.9<br>.6%<br>17.1% | .4<br>.1%<br>1.6% | 7.0<br>1.7%<br>30.9% | .1<br>.1%<br>.6% | 6.8<br>1.1%<br>29.9% |
| 08 | 2.0<br>.1%<br>100.0% | 2.0<br>.1%<br>99.3% | 1.2<br>.3%<br>61.5% | .8<br>.2%<br>37.8% | - | - | - | - | 2.0<br>.2%<br>100.0% | - | - | - | 1.2<br>.6%<br>61.5% | *<br>*<br>.7% |
| 09 | 4.5<br>.3%<br>100.0% | 4.5<br>.3%<br>99.9% | - | 2.2<br>.5%<br>49.5% | - | 2.3<br>1.8%<br>50.4% | - | - | .1<br>*<br>2.7% | 4.4<br>.7%<br>97.3% | 2.3<br>.8%<br>50.4% | - | - | *<br>*<br>.1% |
| 10 | .5<br>*<br>100.0% | - | - | - | - | - | - | - | .5<br>*<br>100.0% | - | - | - | .5<br>.2%<br>100.0% | - |
| 12 | .1<br>*<br>100.0% | - | - | - | - | - | - | - | .1<br>*<br>100.0% | - | - | .1<br>*<br>100.0% | - | - |

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                                  TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD                                  QUESTION 1A

                                  #======================================SKIER PROFILE=======================================#
                                           +----------------RESIDENT AGE------------------++----SEX-----++--SOCIO-ECONOMIC STATUS---+
                                    GRAND   TOTAL   12-17   18-24   25-29   30-34   35-39    40+
                                    TOTAL   RES.    YEARS   YEARS   YEARS   YEARS   YEARS   YEARS    MALE FEMALE  UPPER MIDDLE LOWER STUDENT

 13                                     *       -       -       -       -       -       -       -       *      -      -      *      -      -
                                        *                                                               *                    *
                                   100.0%                                                          100.0%               100.0%

 14                                   1.4     1.4     1.4       -       -       -       -       -     1.4      -      -      -      -    1.4
                                      .1%     .1%     .3%                                              .1%                                 .2%
                                   100.0% 100.0% 100.0%                                            100.0%                             100.0%

REFUSED                                .6      .6       -      .6       -       -       -       -       -     .6      -     .6      -      -
                                        *       *             .1%                                             .1%           .2%
                                   100.0% 100.0%           100.0%                                          100.0%        100.0%

NOT STATED                            2.3       -       -       -       -       -       -       -     2.0     .2     .2     .4    1.0     .4
                                      .1%                                                             .2%      *    .1%    .1%    .5%    .1%
                                   100.0%                                                           89.9%  10.1%  10.0%  19.9%  44.1%  16.5%

BASE: SKI DAYS (000'S)             1763.7  1578.9   490.4   448.1   254.4   127.4   127.3   130.2  1107.1  656.5  296.9  410.8  200.6  628.3
                                   100.0%   99.9%  100.1%   99.9%  100.0%  100.2%  100.0%  100.2%  100.1% 100.0% 100.0% 100.0%  99.9% 100.0%
                                   100.0%   89.5%   27.8%   25.4%   14.4%    7.2%    7.2%    7.4%   62.8%  37.2%  16.8%  23.3%  11.4%  35.6%
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TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD QUESTION 1A

SKIER PROFILE

LIFE STAGE

| | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|
| 01 | 146.8<br>8.3%<br>100.0% | 141.9<br>100.0%<br>96.7% | - | - | - | - | - | - | - | 4.9<br>100.0%<br>3.3% |
| 02 | 393.3<br>22.3%<br>100.0% | - | 309.4<br>70.0%<br>78.7% | *<br>*<br>* | 16.0<br>3.2%<br>4.1% | 7.9<br>2.7%<br>2.0% | - | 35.6<br>100.0%<br>9.0% | 4.3<br>100.0%<br>1.1% | - |
| 03 | 324.4<br>18.4%<br>100.0% | - | 61.6<br>13.9%<br>19.0% | 63.5<br>34.8%<br>19.6% | 102.9<br>20.5%<br>31.7% | 45.5<br>15.7%<br>14.0% | 32.7<br>33.0%<br>10.1% | - | - | - |
| 04 | 486.1<br>27.6%<br>100.0% | - | 53.2<br>12.0%<br>10.9% | 50.2<br>27.5%<br>10.3% | 198.4<br>39.6%<br>40.8% | 124.6<br>43.1%<br>25.6% | 40.2<br>40.6%<br>8.3% | - | - | - |
| 05 | 289.5<br>16.4%<br>100.0% | - | 12.1<br>2.7%<br>4.2% | 36.5<br>20.0%<br>12.6% | 143.4<br>28.6%<br>49.5% | 81.3<br>28.1%<br>28.1% | 14.8<br>15.0%<br>5.1% | - | - | - |
| 06 | 89.5<br>5.1%<br>100.0% | - | 3.4<br>.8%<br>3.8% | 27.9<br>15.3%<br>31.1% | 34.5<br>6.9%<br>38.5% | 21.4<br>7.4%<br>23.9% | 1.5<br>1.5%<br>1.7% | - | - | - |
| 07 | 22.8<br>1.3%<br>100.0% | - | 1.6<br>.4%<br>7.1% | .8<br>.4%<br>3.3% | 4.7<br>.9%<br>20.8% | 5.8<br>2.0%<br>25.3% | 9.9<br>10.0%<br>43.4% | - | - | - |
| 08 | 2.0<br>.1%<br>100.0% | - | - | - | 1.2<br>.2%<br>61.5% | .8<br>.3%<br>38.5% | - | - | - | - |
| 09 | 4.5<br>.3%<br>100.0% | - | - | 2.4<br>1.3%<br>53.1% | - | 2.1<br>.7%<br>46.9% | - | - | - | - |
| 10 | .5<br>*<br>100.0% | - | .5<br>.1%<br>100.0% | - | - | - | - | - | - | - |
| 12 | .1<br>*<br>100.0% | - | .1<br>*<br>100.0% | - | - | - | - | - | - | - |

CONTINUED

TOTAL NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD QUESTION 1A

SKIER PROFILE

LIFE STAGE

| | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|
| 13 | * | - | - | - | * | - | - | - | - | - |
| | * | | | | * | | | | | |
| | 100.0% | | | | 100.0% | | | | | |
| 14 | 1.4 | - | - | 1.4 | - | - | - | - | - | - |
| | .1% | | | .8% | | | | | | |
| | 100.0% | | | 100.0% | | | | | | |
| REFUSED | .6 | - | - | - | - | - | - | - | - | - |
| | * | | | | | | | | | |
| | 100.0% | | | | | | | | | |
| NOT STATED | 2.3 | - | - | - | - | - | - | - | - | - |
| | .1% | | | | | | | | | |
| | 100.0% | | | | | | | | | |
| BASE: SKI DAYS (000'S) | 1763.7 | 141.9 | 441.9 | 182.5 | 501.1 | 289.4 | 99.2 | 35.6 | 4.3 | 4.9 |
| | 100.0% | 100.0% | 99.9% | 100.1% | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 8.0% | 25.1% | 10.3% | 28.4% | 16.4% | 5.6% | 2.0% | .2% | .3% |

AGE OF CHIEF WAGE EARNER QUESTION 6

SKIER ORIGIN

RESIDENTS

ALBERTA

|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& CMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI- ONAL MRKT. | HINT- ERLAND MRKT. |
|---|---|---|---|---|---|---|---|---|---|---|
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6<br>72.1%<br>100.0% | 1134.9<br>71.9%<br>89.2% | 505.6<br>74.4%<br>39.8% | 445.9<br>72.7%<br>35.1% | 447.3<br>74.3%<br>35.2% | 354.4<br>74.2%<br>27.9% | 93.0<br>74.6%<br>7.3% | 128.7<br>61.0%<br>10.1% | 53.2<br>61.5%<br>4.2% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3<br>27.5%<br>100.0% | 438.9<br>27.8%<br>90.4% | 169.0<br>24.9%<br>34.8% | 162.8<br>26.5%<br>33.6% | 154.5<br>25.7%<br>31.8% | 123.2<br>25.8%<br>25.4% | 31.3<br>25.1%<br>6.4% | 82.0<br>38.9%<br>16.9% | 33.4<br>38.5%<br>6.9% |
| REFUSED | 46-0 | 2.3<br>.1%<br>100.0% | 2.3<br>.1%<br>100.0% | 1.8<br>.3%<br>77.6% | 1.8<br>.3%<br>77.6% | .3<br>.1%<br>13.5% | - | .3<br>.2%<br>13.5% | .2<br>.1%<br>8.9% | - |
| DON'T KNOW | 46-X | 2.4<br>.1%<br>100.0% | .9<br>.1%<br>40.2% | .9<br>.1%<br>40.2% | .9<br>.2%<br>40.2% | - | - | - | - | - |
| NOT STATED | 46-R | 2.2<br>.1%<br>100.0% | 1.9<br>.1%<br>87.0% | 1.9<br>.3%<br>87.0% | 1.9<br>.3%<br>87.0% | - | - | - | - | - |
| BASE: SKI DAYS (000'S) |  | 1763.7<br>99.9%<br>100.0% | 1578.9<br>100.0%<br>89.5% | 679.2<br>100.0%<br>38.5% | 613.3<br>100.0%<br>34.8% | 502.1<br>100.1%<br>34.1% | 477.6<br>100.0%<br>27.1% | 124.6<br>99.9%<br>7.1% | 210.9<br>100.0%<br>12.0% | 86.6<br>100.0%<br>4.9% |

AGE OF YOUNGEST MEMBER OF HOUSEHOLD

|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& CMC | EDM. & REGION | OTHER MAJOR CENTRE | REGI- ONAL MRKT. | HINT- ERLAND MRKT. |
|---|---|---|---|---|---|---|---|---|---|---|
| UNDER SIX YEARS OLD | 47-1 | 192.9<br>10.9%<br>100.0% | 178.4<br>11.3%<br>92.5% | 60.0<br>8.8%<br>31.1% | 59.1<br>9.6%<br>30.7% | 76.4<br>12.7%<br>39.6% | 61.1<br>12.8%<br>31.7% | 15.3<br>12.3%<br>7.9% | 26.0<br>12.3%<br>13.5% | 16.0<br>18.4%<br>9.3% |
| SIX TO ELEVEN YEARS | 47-2 | 293.3<br>16.6%<br>100.0% | 280.3<br>17.8%<br>95.5% | 112.7<br>16.6%<br>38.4% | 86.8<br>14.1%<br>29.6% | 105.4<br>17.5%<br>35.9% | 96.9<br>20.3%<br>33.0% | 8.5<br>6.8%<br>2.9% | 47.0<br>22.3%<br>16.0% | 15.2<br>17.5%<br>5.2% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7<br>27.6%<br>100.0% | 458.5<br>29.0%<br>94.0% | 192.4<br>28.3%<br>39.5% | 183.9<br>30.0%<br>37.7% | 169.0<br>28.1%<br>34.6% | 147.0<br>30.8%<br>30.1% | 22.0<br>17.7%<br>4.5% | 70.4<br>33.4%<br>14.4% | 26.7<br>30.8%<br>5.5% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8<br>44.4%<br>100.0% | 657.5<br>41.6%<br>83.9% | 312.3<br>46.0%<br>39.8% | 281.8<br>45.9%<br>35.9% | 249.7<br>41.5%<br>31.9% | 171.2<br>35.9%<br>21.8% | 78.5<br>63.0%<br>10.0% | 66.7<br>31.6%<br>8.5% | 28.8<br>33.2%<br>3.7% |
| REFUSED | 47-0 | 2.1<br>.1%<br>100.0% | 2.1<br>.1%<br>100.0% | 1.8<br>.3%<br>85.1% | 1.8<br>.3%<br>85.1% | .3<br>.1%<br>14.9% | - | .3<br>.2%<br>14.9% | - | - |
| NOT STATED | 47-R | 4.0<br>.2%<br>100.0% | 2.1<br>.1%<br>53.7% | - | - | 1.4<br>.2%<br>34.6% | 1.4<br>.3%<br>34.6% | - | .8<br>.4%<br>19.2% | - |
| BASE: SKI DAYS (000'S) |  | 1763.7<br>[illegible] | 1578.9<br>99.9% | 679.2<br>100.0% | 613.3<br>99.9% | 602.1<br>100.1% | 477.6<br>100.1% | 124.6<br>100.0%<br>[illegible] | 210.9<br>100.0%<br>12.0% | 86.6<br>99.9%<br>4.9% |

AGE OF CHIEF WAGE EARNER QUESTION E

| | | | | | SKIER ORIGIN (CONT'D) | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | CANADA | | | | | | UNITED STATES | | | | OTHER |
| | | GRAND TOTAL | TOTAL NON-RESIDENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALIFORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6<br>72.1%<br>100.0% | 136.7<br>74.0%<br>10.8% | 89.6<br>71.3%<br>7.0% | 14.8<br>72.1%<br>1.2% | 19.3<br>73.2%<br>1.5% | 12.2<br>69.2%<br>1.0% | 30.1<br>68.8%<br>2.4% | 9.3<br>76.9%<br>.7% | 3.8<br>75.6%<br>.3% | 30.6<br>77.5%<br>2.4% | 6.0<br>75.1%<br>.5% | 8.2<br>84.5%<br>.6% | 16.3<br>75.2%<br>1.3% | 16.5<br>83.7%<br>1.3% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3<br>27.5%<br>100.0% | 46.4<br>25.1%<br>9.6% | 34.4<br>27.4%<br>7.1% | 5.7<br>27.9%<br>1.2% | 7.1<br>26.8%<br>1.5% | 5.4<br>30.3%<br>1.1% | 12.3<br>28.0%<br>2.5% | 2.8<br>23.2%<br>.6% | 1.0<br>20.2%<br>.2% | 8.9<br>22.5%<br>1.8% | 2.0<br>24.9%<br>.4% | 1.5<br>15.5%<br>.3% | 5.4<br>24.8%<br>1.1% | 3.1<br>15.9%<br>.6% |
| REFUSED | 46-0 | 2.3<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| DON'T KNOW | 46-X | 2.4<br>.1%<br>100.0% | 1.4<br>.8%<br>59.8% | 1.4<br>1.1%<br>59.8% | - | - | - | 1.4<br>3.2%<br>59.8% | - | - | - | - | - | - | - |
| NOT STATED | 46-R | 2.2<br>.1%<br>100.0% | .3<br>.2%<br>13.0% | .2<br>.2%<br>9.5% | - | - | - | - | - | .2<br>4.1%<br>9.5% | - | - | - | - | .1<br>.4%<br>3.5% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 184.8<br>100.1%<br>10.5% | 125.6<br>100.0%<br>7.1% | 20.5<br>100.0%<br>1.2% | 26.4<br>100.0%<br>1.5% | 17.7<br>100.0%<br>1.0% | 43.8<br>100.0%<br>2.5% | 12.1<br>100.0%<br>.7% | 5.1<br>99.9%<br>.3% | 39.5<br>100.0%<br>2.2% | 8.0<br>100.0%<br>.5% | 9.7<br>100.0%<br>.6% | 21.7<br>100.0%<br>1.2% | 19.7<br>100.0%<br>1.1% |
| AGE OF YOUNGEST MEMBER OF HOUSEHOLD | | | | | | | | | | | | | | | |
| UNDER SIX YEARS OLD | 47-1 | 192.9<br>10.9%<br>100.0% | 14.5<br>7.8%<br>7.5% | 11.3<br>9.0%<br>5.8% | 1.4<br>7.0%<br>.7% | 3.8<br>14.4%<br>2.0% | 1.7<br>9.5%<br>.9% | 3.1<br>7.1%<br>1.6% | 1.0<br>8.3%<br>.5% | .2<br>4.6%<br>.1% | 2.6<br>6.5%<br>1.3% | .3<br>4.1%<br>.2% | 1.3<br>13.2%<br>.7% | 1.0<br>4.4%<br>.5% | .6<br>3.2%<br>.3% |
| SIX TO ELEVEN YEARS | 47-2 | 293.3<br>16.6%<br>100.0% | 13.1<br>7.1%<br>4.5% | 10.5<br>8.4%<br>3.6% | 2.7<br>13.1%<br>.9% | 2.6<br>10.0%<br>.9% | 1.9<br>11.0%<br>.7% | 3.1<br>7.0%<br>1.1% | .2<br>1.5%<br>.1% | - | 2.1<br>5.3%<br>.7% | .4<br>4.7%<br>.1% | 1.5<br>15.1%<br>.5% | .2<br>1.1%<br>.1% | .4<br>2.2%<br>.1% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7<br>27.6%<br>100.0% | 29.1<br>15.8%<br>6.0% | 22.1<br>17.6%<br>4.5% | 2.4<br>11.9%<br>.5% | 6.5<br>24.8%<br>1.3% | 4.1<br>23.4%<br>.8% | 6.4<br>14.6%<br>1.3% | .8<br>6.9%<br>.2% | 1.8<br>35.2%<br>.4% | 6.6<br>16.8%<br>1.4% | .6<br>7.0%<br>.1% | 1.5<br>15.6%<br>.3% | 4.6<br>21.0%<br>.9% | .3<br>1.8%<br>.1% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8<br>44.4%<br>100.0% | 126.3<br>68.3%<br>16.1% | 81.2<br>64.7%<br>10.4% | 13.7<br>66.9%<br>1.8% | 13.4<br>50.9%<br>1.7% | 9.9<br>56.1%<br>1.3% | 31.2<br>71.3%<br>4.0% | 10.1<br>83.3%<br>1.3% | 2.8<br>56.0%<br>.4% | 28.0<br>70.9%<br>3.6% | 6.6<br>81.9%<br>.8% | 5.5<br>56.1%<br>.7% | 16.0<br>73.5%<br>2.0% | 17.1<br>86.6%<br>2.2% |
| REFUSED | 47-0 | 2.1<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| NOT STATED | 47-R | 4.0<br>.2%<br>100.0% | 1.8<br>1.0%<br>46.3% | .4<br>.3%<br>11.0% | .2<br>1.1%<br>5.7% | - | - | - | - | .2<br>4.1%<br>5.3% | .2<br>.5%<br>4.5% | .2<br>2.2%<br>4.5% | - | - | 1.2<br>6.2%<br>30.8% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 184.8<br>100.0%<br>10.5% | 125.6<br>100.0%<br>7.1% | 20.5<br>100.0%<br>1.2% | 26.4<br>100.1%<br>1.5% | 17.7<br>100.0%<br>1.0% | 43.8<br>100.0%<br>2.5% | 12.1<br>100.0%<br>.7% | 5.1<br>99.9%<br>.3% | 39.5<br>100.0%<br>2.2% | 8.0<br>99.9%<br>.5% | 9.7<br>100.0%<br>.6% | 21.7<br>100.0%<br>1.2% | 19.7<br>100.0%<br>1.1% |

```
                 AGE OF CHIEF WAGE EARNER                                                                     QUESTION E

                                        #===================================ALBERTA DESTINATIONS===================================#
                                        +-TOTAL ALBERTA--++-------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                           *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                                  GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                                  TOTAL  ALTA DENT  RES.   RMS  DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

FORTY-FOUR YEARS OR         46-1 1271.6 913.9 777.2 136.7 619.8 483.1 136.7 459.6 334.3 125.3 241.5 174.2  67.2 196.0 141.4  54.6
YOUNGER                           72.1% 70.2% 69.6% 74.0% 70.4% 69.5% 74.0% 69.2% 67.6% 73.9% 68.1% 65.7% 75.2% 70.9% 70.4% 72.3%
                                 100.0% 71.9% 61.1% 10.8% 48.7% 38.0% 10.8% 36.1% 26.3%  9.9% 19.0% 13.7%  5.3% 15.4% 11.1%  4.3%

FORTY-FIVE YEARS OR         46-2  485.3 383.9 337.5  46.4 256.9 210.5  46.4 201.0 158.5  42.5 113.3  91.1  22.2  76.8  57.7  19.2
OLDER                             27.5% 29.5% 30.2% 25.1% 29.2% 30.3% 25.1% 30.3% 32.0% 25.1% 31.9% 34.3% 24.8% 27.8% 28.7% 25.4%
                                 100.0% 79.1% 69.6%  9.6% 52.9% 43.4%  9.6% 41.4% 32.7%  9.8% 23.4% 13.8%  4.6% 15.8% 11.9%  3.9%

REFUSED                     46-0    2.3   1.1   1.1     -    .9    .9     -    .9    .9     -     -     -     -    .9    .9     -
                                    .1%   .1%   .1%         .1%   .1%         .1%   .2%                         .3%   .5%
                                 100.0% 49.0% 49.0%       40.1% 40.1%       40.1% 40.1%                       40.1% 40.1%

DON'T KNOW                  46-X    2.4   2.4    .9   1.4   2.4    .9   1.4   2.4    .9   1.4     -     -     -   2.4    .9   1.4
                                    .1%   .2%   .1%   .8%   .3%   .1%   .8%   .4%   .2%   .8%                   .9%   .5%  1.9%
                                 100.0%100.0% 40.2% 59.8%100.0% 40.2% 59.8%100.0% 40.2% 59.8%                 100.0% 40.2% 59.9%

NOT STATED                  46-R    2.2    .3     -    .3    .3     -    .3    .3     -    .3     -     -     -    .3     -    .3
                                    .1%    *         .2%     *         .2%     *         .2%                   .1%         .4%
                                 100.0% 13.0%       13.0% 13.0%       13.0% 13.0%       13.0%                 13.0%       13.0%

BASE: SKI DAYS (000'S)           1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                  99.9%100.0%100.0%100.1%100.0%100.0%100.1%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.1%100.0%
                                 100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%

                 AGE OF YOUNGEST MEMBER OF HOUSEHOLD

UNDER SIX YEARS OLD         47-1  192.9 165.2 150.7  14.5  97.2  82.7  14.5  74.8  61.2  13.6  45.4  37.1   8.3  26.0  21.7   4.3
                                  10.9% 12.7% 13.5%  7.8% 11.0% 11.9%  7.8% 11.3% 12.4%  8.0% 12.8% 14.0%  9.3%  9.4% 10.8%  5.7%
                                 100.0% 85.7% 78.2%  7.5% 50.4% 42.9%  7.5% 38.8% 31.7%  7.1% 23.6% 19.2%  4.3% 13.5% 11.3%  2.2%

SIX TO ELEVEN YEARS         47-2  293.3 216.6 203.6  13.1 108.0  95.0  13.1  78.4  66.8  11.6  37.1  31.4   5.7  27.7  22.5   5.2
                                  16.6% 16.6% 18.2%  7.1% 12.3% 13.7%  7.1% 11.8% 13.5%  6.9% 10.5% 11.8%  6.3% 10.0% 11.2%  6.9%
                                 100.0% 73.9% 69.4%  4.5% 36.8% 32.4%  4.5% 26.7% 22.8%  4.0% 12.7% 10.7%  1.9%  9.4%  7.7%  1.8%

TWELVE TO SEVENTEEN         47-3  487.7 401.5 372.4  29.1 225.2 196.1  29.1 159.8 131.9  27.9  87.7  71.9  15.8  65.2  53.8  11.4
YEARS                             27.6% 30.8% 33.3% 15.8% 25.6% 28.2% 15.8% 24.1% 26.7% 16.5% 24.7% 27.1% 17.7% 23.6% 26.8% 15.1%
                                 100.0% 82.3% 76.4%  6.0% 46.2% 40.2%  6.0% 32.8% 27.1%  5.7% 18.0% 14.7%  3.2% 13.4% 11.0%  2.3%

EIGHTEEN YEARS OR           47-4  783.8 514.0 387.7 126.3 446.3 320.0 126.3 348.4 233.9 114.5 183.1 124.9  58.2 156.1 102.0  54.1
OLDER                             44.4% 39.5% 34.7% 68.3% 50.7% 46.0% 68.3% 52.5% 47.3% 67.6% 51.6% 47.1% 65.0% 56.5% 50.8% 71.8%
                                 100.0% 65.6% 49.5% 16.1% 56.9% 40.8% 16.1% 44.4% 29.8% 14.6% 23.4% 15.9%  7.4% 19.9% 13.0%  6.9%

REFUSED                     47-0    2.1    .9    .9     -    .9    .9     -    .9    .9     -     -     -     -    .9    .9     -
                                    .1%   .1%   .1%         .1%   .1%         .1%   .2%                         .3%   .5%
                                 100.0% 44.0% 44.0%       44.0% 44.0%       44.0% 44.0%                       44.0% 44.0%

NOT STATED                  47-R    4.0   3.2   1.4   1.8   2.6    .8   1.8   1.8     -   1.8   1.4     -   1.4    .4     -    .4
                                    .2%   .2%   .1%  1.0%   .3%   .1%  1.0%   .3%        1.1%   .4%        1.6%   .1%         .5%
                                 100.0% 80.8% 34.6% 46.3% 65.5% 19.2% 46.3% 46.3%       46.3% 36.2%       36.2%  9.8%        9.8%

BASE: SKI DAYS (000'S)           1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                                  99.8% 99.9% 99.9%100.0%100.0%100.0%100.0%100.1%100.1%100.1%100.0%100.0% 99.9% 99.9%100.1%100.0%
                                 100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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AGE OF CHIEF WAGE EARNER

QUESTION E

| | | ALBERTA DESTINATIONS | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | TOTAL ALBERTA | | | ROCKY MOUNTAIN SKIING | | | | | | | | | |
| | | | | | | TOTALS | | | NORQUAY | | | MARMOT | | | FORTRESS |
| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6 | 913.9 | 777.2 | 136.7 | 619.8 | 483.1 | 136.7 | 22.2 | 18.7 | 3.5 | 102.5 | 91.1 | 11.4 | 57.7 |
| | | 72.1% | 70.2% | 69.6% | 74.0% | 70.4% | 69.5% | 74.0% | 67.1% | 65.7% | 75.7% | 73.6% | 73.5% | 74.7% | 75.1% |
| | | 100.0% | 71.9% | 61.1% | 10.8% | 48.7% | 38.0% | 10.8% | 1.7% | 1.5% | .3% | 8.1% | 7.2% | .9% | 4.5% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3 | 383.9 | 337.5 | 46.4 | 256.9 | 210.5 | 46.4 | 10.9 | 9.7 | 1.1 | 36.7 | 32.9 | 3.9 | 19.1 |
| | | 27.5% | 29.5% | 30.2% | 25.1% | 29.2% | 30.3% | 25.1% | 32.9% | 34.3% | 24.3% | 26.4% | 26.5% | 25.3% | 24.9% |
| | | 100.0% | 79.1% | 69.6% | 9.6% | 52.9% | 43.4% | 9.6% | 2.2% | 2.0% | .2% | 7.6% | 6.8% | .8% | 3.9% |
| REFUSED | 46-0 | 2.3 | 1.1 | 1.1 | - | .9 | .9 | - | - | - | - | - | - | - | - |
| | | .1% | .1% | .1% | | .1% | .1% | | | | | | | | |
| | | 100.0% | 49.0% | 49.0% | | 40.1% | 40.1% | | | | | | | | |
| DON'T KNOW | 46-X | 2.4 | 2.4 | .9 | 1.4 | 2.4 | .9 | 1.4 | - | - | - | - | - | - | - |
| | | .1% | .2% | .1% | .8% | .3% | .1% | .8% | | | | | | | |
| | | 100.0% | 100.0% | 40.2% | 59.8% | 100.0% | 40.2% | 59.8% | | | | | | | |
| NOT STATED | 46-R | 2.2 | .3 | - | .3 | .3 | - | .3 | - | - | - | - | - | - | - |
| | | .1% | * | | .2% | * | | .2% | | | | | | | |
| | | 100.0% | 13.0% | | 13.0% | 13.0% | | 13.0% | | | | | | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 184.8 | 33.0 | 28.4 | 4.6 | 139.2 | 123.9 | 15.3 | 76.8 |
| | | 99.9% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 10.5% | 1.9% | 1.6% | .3% | 7.9% | 7.0% | .9% | 4.4% |

AGE OF YOUNGEST MEMBER OF HOUSEHOLD

| | | GRAND TOTAL | TOTAL ALTA | RESIDENT | NON-RES. | TOTAL RMS | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | TOTAL | RESIDENT | NON-RES. | RESIDENT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNDER SIX YEARS OLD | 47-1 | 192.9 | 165.2 | 150.7 | 14.5 | 97.2 | 82.7 | 14.5 | 3.3 | 2.4 | .9 | 19.6 | 17.7 | .9 | 3.8 |
| | | 10.9% | 12.7% | 13.5% | 7.8% | 11.0% | 11.9% | 7.8% | 10.1% | 8.4% | 20.5% | 13.3% | 14.3% | 5.6% | 5.0% |
| | | 100.0% | 85.7% | 78.2% | 7.5% | 50.4% | 42.9% | 7.5% | 1.7% | 1.2% | .5% | 9.6% | 9.2% | .4% | 2.0% |
| SIX TO ELEVEN YEARS | 47-2 | 293.3 | 216.6 | 203.6 | 13.1 | 108.0 | 95.0 | 13.1 | 13.6 | 12.9 | .8 | 19.7 | 18.2 | 1.4 | 9.9 |
| | | 16.6% | 16.6% | 18.2% | 7.1% | 12.3% | 13.7% | 7.1% | 41.3% | 45.3% | 16.6% | 14.1% | 14.7% | 9.4% | 12.9% |
| | | 100.0% | 73.9% | 69.4% | 4.5% | 36.8% | 32.4% | 4.5% | 4.6% | 4.4% | .3% | 6.7% | 6.2% | .5% | 3.4% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7 | 401.5 | 372.4 | 29.1 | 225.2 | 196.1 | 29.1 | 6.9 | 6.2 | .7 | 23.5 | 22.3 | 1.2 | 41.9 |
| | | 27.6% | 30.8% | 33.3% | 15.8% | 25.6% | 28.2% | 15.8% | 20.8% | 21.9% | 14.2% | 16.9% | 18.0% | 8.0% | 54.5% |
| | | 100.0% | 82.3% | 76.4% | 6.0% | 46.2% | 40.2% | 6.0% | 1.4% | 1.3% | .1% | 4.8% | 4.6% | .3% | 8.6% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8 | 514.0 | 387.7 | 126.3 | 446.3 | 320.0 | 126.3 | 9.2 | 7.0 | 2.2 | 76.7 | 64.9 | 11.8 | 21.2 |
| | | 44.4% | 39.5% | 34.7% | 68.3% | 50.7% | 46.0% | 68.3% | 27.8% | 24.5% | 48.4% | 55.1% | 52.4% | 76.9% | 27.6% |
| | | 100.0% | 65.6% | 49.5% | 16.1% | 56.9% | 40.8% | 16.1% | 1.2% | .9% | .3% | 9.8% | 8.3% | 1.5% | 2.7% |
| REFUSED | 47-0 | 2.1 | .9 | .9 | - | .9 | .9 | - | - | - | - | - | - | - | - |
| | | .1% | .1% | .1% | | .1% | .1% | | | | | | | | |
| | | 100.0% | 44.0% | 44.0% | | 44.0% | 44.0% | | | | | | | | |
| NOT STATED | 47-R | 4.0 | 3.2 | 1.4 | 1.8 | 2.6 | .8 | 1.8 | * | - | * | .8 | .8 | - | - |
| | | .2% | .2% | .1% | 1.0% | .3% | .1% | 1.0% | * | | .2% | .5% | .6% | | |
| | | 100.0% | 80.8% | 34.6% | 46.3% | 65.5% | 19.2% | 46.3% | .3% | | .3% | 19.2% | 19.2% | | |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1301.5 | 1116.7 | 184.8 | 880.2 | 695.5 | 184.8 | 33.0 | 28.4 | 4.6 | 139.2 | 123.9 | 15.3 | 76.8 |
| | | 99.8% | 99.9% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 99.9% | 99.9% | 100.0% | 99.9% | 100.0% |
| | | 100.0% | 73.8% | 63.3% | 10.5% | 49.9% | 39.4% | 10.5% | 1.9% | 1.6% | .3% | 7.9% | 7.0% | .9% | 4.4% |

AGE OF CHIEF WAGE EARNER

QUESTION E

```
#=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
+----TOTAL ALBERTA-----++-----RMS------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.----+
```

| | | GRAND TOTAL | TOTAL ALTA | RESI-DENT | NON-RES. | TOTAL | RESI-DENT | TOTAL FLAT-LAND RES. | RESI-DENT | TOTAL | EASTERN KOOTE-NAYS | TOTAL | MONTANA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6<br>72.1%<br>100.0% | 913.9<br>70.2%<br>71.9% | 777.2<br>69.6%<br>61.1% | 136.7<br>74.0%<br>10.8% | 619.8<br>70.4%<br>48.7% | 483.1<br>69.5%<br>38.0% | 293.5<br>69.8%<br>23.1% | 357.7<br>77.4%<br>28.1% | 206.3<br>73.9%<br>16.2% | 123.5<br>70.9%<br>9.7% | 142.8<br>81.9%<br>11.2% | 81.0<br>81.8%<br>6.4% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3<br>27.5%<br>100.0% | 383.9<br>29.5%<br>79.1% | 337.5<br>30.2%<br>69.5% | 46.4<br>25.1%<br>9.6% | 256.9<br>29.2%<br>52.9% | 210.5<br>30.3%<br>43.4% | 127.0<br>30.2%<br>26.2% | 101.4<br>21.9%<br>20.9% | 69.8<br>25.0%<br>14.4% | 47.5<br>27.3%<br>9.8% | 31.6<br>18.1%<br>6.5% | 18.0<br>18.2%<br>3.7% |
| REFUSED | 46-0 | 2.3<br>.1%<br>100.0% | 1.1<br>.1%<br>49.0% | 1.1<br>.1%<br>49.0% | - | .9<br>.1%<br>40.1% | .9<br>.1%<br>40.1% | .2<br>*<br>8.9% | 1.2<br>.3%<br>51.0% | 1.2<br>.4%<br>51.0% | 1.2<br>.7%<br>51.0% | - | - |
| DON'T KNOW | 46-X | 2.4<br>.1%<br>100.0% | 2.4<br>.2%<br>100.0% | .9<br>.1%<br>40.2% | 1.4<br>.8%<br>59.8% | 2.4<br>.3%<br>100.0% | .9<br>.1%<br>40.2% | - | - | - | - | - | - |
| NOT STATED | 46-R | 2.2<br>.1%<br>100.0% | .3<br>*<br>13.0% | - | .3<br>.2%<br>13.0% | .3<br>*<br>13.0% | - | - | 1.9<br>.4%<br>87.0% | 1.9<br>.7%<br>87.0% | 1.9<br>1.1%<br>87.0% | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 1301.5<br>100.0%<br>73.8% | 1116.7<br>100.0%<br>63.3% | 184.8<br>100.1%<br>10.5% | 880.2<br>100.0%<br>49.9% | 695.5<br>100.0%<br>39.4% | 420.6<br>100.0%<br>23.9% | 462.2<br>100.0%<br>26.2% | 279.2<br>100.0%<br>15.8% | 174.1<br>100.0%<br>9.9% | 174.3<br>100.0%<br>9.9% | 99.0<br>100.0%<br>5.6% |
| AGE OF YOUNGEST MEMBER OF HOUSEHOLD | | | | | | | | | | | | | |
| UNDER SIX YEARS OLD | 47-1 | 192.9<br>10.9%<br>100.0% | 165.2<br>12.7%<br>85.7% | 150.7<br>13.5%<br>78.2% | 14.5<br>7.8%<br>7.5% | 97.2<br>11.0%<br>50.4% | 82.7<br>11.9%<br>42.9% | 67.4<br>16.0%<br>34.9% | 27.6<br>6.0%<br>14.3% | 21.0<br>7.5%<br>10.9% | 17.3<br>10.0%<br>9.0% | 5.7<br>3.2%<br>2.9% | 5.7<br>5.7%<br>2.9% |
| SIX TO ELEVEN YEARS | 47-2 | 293.3<br>16.6%<br>100.0% | 216.6<br>16.6%<br>73.9% | 203.6<br>18.2%<br>69.4% | 13.1<br>7.1%<br>4.5% | 108.0<br>12.3%<br>36.8% | 95.0<br>13.7%<br>32.4% | 108.6<br>25.8%<br>37.0% | 76.7<br>16.6%<br>26.1% | 42.4<br>15.2%<br>14.5% | 23.2<br>13.3%<br>7.9% | 34.3<br>19.7%<br>11.7% | 24.6<br>24.9%<br>8.4% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7<br>27.6%<br>100.0% | 401.5<br>30.8%<br>82.3% | 372.4<br>33.3%<br>76.4% | 29.1<br>15.8%<br>6.0% | 225.2<br>25.6%<br>46.2% | 196.1<br>28.2%<br>40.2% | 176.3<br>41.9%<br>36.1% | 86.1<br>18.6%<br>17.7% | 73.5<br>26.3%<br>15.1% | 62.1<br>35.7%<br>12.7% | 12.6<br>7.3%<br>2.6% | 12.6<br>12.8%<br>2.6% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8<br>44.4%<br>100.0% | 514.0<br>39.5%<br>65.6% | 387.7<br>34.7%<br>49.5% | 126.3<br>68.3%<br>16.1% | 446.3<br>50.7%<br>56.9% | 320.0<br>46.0%<br>40.8% | 67.7<br>16.1%<br>8.6% | 269.8<br>58.4%<br>34.4% | 140.4<br>50.3%<br>17.9% | 69.5<br>39.9%<br>8.9% | 121.8<br>69.8%<br>15.5% | 56.1<br>56.6%<br>7.2% |
| REFUSED | 47-0 | 2.1<br>.1%<br>100.0% | .9<br>.1%<br>44.0% | .9<br>.1%<br>44.0% | - | .9<br>.1%<br>44.0% | .9<br>.1%<br>44.0% | - | 1.2<br>.3%<br>56.0% | 1.2<br>.4%<br>56.0% | 1.2<br>.7%<br>56.0% | - | - |
| NOT STATED | 47-R | 4.0<br>.2%<br>100.0% | 3.2<br>.2%<br>80.8% | 1.4<br>.1%<br>34.6% | 1.9<br>1.0%<br>46.3% | 2.6<br>.3%<br>65.5% | .8<br>.1%<br>19.2% | .6<br>.1%<br>15.4% | .8<br>.2%<br>19.2% | .8<br>.3%<br>19.2% | .8<br>.4%<br>19.2% | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 1301.5<br>99.9%<br>73.8% | 1116.7<br>99.9%<br>63.3% | 184.8<br>100.0%<br>10.5% | 880.2<br>100.0%<br>49.9% | 695.5<br>100.0%<br>39.4% | 420.6<br>99.9%<br>23.9% | 462.2<br>100.1%<br>26.2% | 279.2<br>100.0%<br>15.8% | 174.1<br>100.0%<br>9.9% | 174.3<br>100.0%<br>9.9% | 99.0<br>100.0%<br>5.6% |

AGE OF CHIEF WAGE EARNER

QUESTION E

|  |  | TRIP TIMING |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | SEASON |  |  |  |  |  | PERIOD SKIED |  |  |  |  |  |
|  |  |  |  |  |  |  |  | DAY SKIING |  |  | OVERNIGHT SKIING |  |  |
|  |  | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 780.3<br>73.1%<br>100.0% | 20.4<br>70.5%<br>2.6% | 110.8<br>64.8%<br>14.2% | 191.3<br>74.7%<br>24.5% | 281.4<br>73.8%<br>36.1% | 176.4<br>76.6%<br>22.6% | 215.4<br>68.2%<br>27.6% | 121.4<br>69.5%<br>15.6% | 94.0<br>66.6%<br>12.0% | 561.4<br>75.4%<br>71.9% | 360.9<br>73.7%<br>46.3% | 200.5<br>78.6%<br>25.7% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 282.3<br>26.4%<br>100.0% | 8.0<br>27.7%<br>2.8% | 58.9<br>34.4%<br>20.9% | 64.4<br>25.1%<br>22.8% | 97.4<br>25.5%<br>34.5% | 53.6<br>23.3%<br>19.0% | 98.3<br>31.1%<br>34.8% | 52.9<br>30.3%<br>18.7% | 45.5<br>32.2%<br>16.1% | 182.2<br>24.4%<br>64.5% | 129.0<br>26.3%<br>45.7% | 53.2<br>20.8%<br>18.8% |
| REFUSED | 46-0 | 1.0<br>.1%<br>100.0% | .5<br>1.8%<br>52.6% | - | .5<br>.2%<br>47.4% | - | - | 1.0<br>.3%<br>100.0% | .3<br>.2%<br>31.7% | .7<br>.5%<br>68.3% | - | - | - |
| DON'T KNOW | 46-X | 2.4<br>.2%<br>100.0% | - | - | - | 2.4<br>.6%<br>100.0% | - | .9<br>.3%<br>40.2% | - | .9<br>.7%<br>40.2% | - | - | - |
| NOT STATED | 46-R | 1.6<br>.1%<br>100.0% | - | 1.3<br>.7%<br>81.7% | - | - | .3<br>.1%<br>18.3% | .1<br>*<br>4.5% | - | .1<br>*<br>4.5% | 1.5<br>.2%<br>95.5% | .1<br>*<br>4.9% | 1.4<br>.6%<br>90.6% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5<br>99.9%<br>100.0% | 28.9<br>100.0%<br>2.7% | 171.0<br>99.9%<br>16.0% | 256.2<br>100.0%<br>24.0% | 381.2<br>99.9%<br>35.7% | 230.3<br>100.0%<br>21.6% | 315.8<br>99.9%<br>29.6% | 174.6<br>100.0%<br>16.4% | 141.2<br>100.0%<br>13.2% | 745.1<br>100.0%<br>69.8% | 490.0<br>100.0%<br>45.9% | 255.1<br>100.0%<br>23.3% |
| AGE OF YOUNGEST MEMBER OF HOUSEHOLD |  |  |  |  |  |  |  |  |  |  |  |  |  |
| UNDER SIX YEARS OLD | 47-1 | 130.3<br>12.2%<br>100.0% | 4.2<br>14.6%<br>3.2% | 15.9<br>9.3%<br>12.2% | 37.3<br>14.6%<br>28.6% | 50.9<br>13.4%<br>39.1% | 22.0<br>9.6%<br>16.9% | 36.4<br>11.5%<br>28.0% | 24.7<br>14.1%<br>18.9% | 11.8<br>8.3%<br>9.0% | 93.3<br>12.5%<br>71.6% | 65.4<br>13.3%<br>50.2% | 27.9<br>10.9%<br>21.4% |
| SIX TO ELEVEN YEARS | 47-2 | 167.3<br>15.7%<br>100.0% | 3.9<br>13.5%<br>2.3% | 22.8<br>13.3%<br>13.6% | 36.6<br>14.3%<br>21.9% | 65.8<br>17.3%<br>39.3% | 38.1<br>16.6%<br>22.8% | 65.5<br>20.7%<br>39.2% | 37.4<br>21.5%<br>22.4% | 28.1<br>19.9%<br>16.8% | 100.5<br>13.5%<br>60.1% | 74.8<br>15.3%<br>44.7% | 25.7<br>10.1%<br>15.4% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 258.0<br>24.2%<br>100.0% | 7.7<br>26.6%<br>3.0% | 54.6<br>31.9%<br>21.2% | 57.4<br>22.4%<br>22.3% | 90.2<br>23.7%<br>35.0% | 48.1<br>20.9%<br>18.6% | 96.7<br>30.6%<br>37.5% | 57.3<br>32.8%<br>22.2% | 39.5<br>28.0%<br>15.3% | 161.0<br>21.6%<br>62.4% | 116.8<br>23.8%<br>45.3% | 44.2<br>17.3%<br>17.1% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 507.2<br>47.5%<br>100.0% | 12.8<br>44.2%<br>2.5% | 77.1<br>45.1%<br>15.2% | 121.8<br>47.5%<br>24.0% | 173.7<br>45.6%<br>34.2% | 121.9<br>52.9%<br>24.0% | 114.9<br>36.4%<br>22.6% | 54.1<br>31.0%<br>10.7% | 60.7<br>43.0%<br>12.0% | 387.7<br>52.0%<br>76.4% | 231.3<br>47.2%<br>45.6% | 156.4<br>61.3%<br>30.8% |
| REFUSED | 47-0 | .8<br>.1%<br>100.0% | .3<br>1.1%<br>40.1% | - | .5<br>.2%<br>59.9% | - | - | .8<br>.2%<br>100.0% | .3<br>.2%<br>40.1% | .5<br>.3%<br>59.9% | - | - | - |
| NOT STATED | 47-R | 4.0<br>.4%<br>100.0% | - | .6<br>.4%<br>15.6% | 2.6<br>1.0%<br>65.6% | .5<br>.1%<br>13.6% | .2<br>.1%<br>5.3% | 1.4<br>.5%<br>35.3% | .8<br>.4%<br>19.2% | .7<br>.5%<br>17.1% | 2.5<br>.3%<br>63.7% | 1.6<br>.3%<br>41.0% | .9<br>.4%<br>22.7% |
| BASE: SKI DAYS (000'S) ON LAST TRIP |  | 1067.5<br>100.1%<br>100.0% | 28.9<br>100.0%<br>2.7% | 171.0<br>100.0%<br>16.0% | 256.2<br>100.0%<br>24.0% | 381.2<br>100.1%<br>35.7% | 230.3<br>100.1%<br>21.6% | 315.8<br>99.9%<br>29.6% | 174.6<br>100.0% | 141.2<br>100.0% | 745.1<br>99.9% | 490.0<br>99.9% | 255.1<br>100.0% |

AGE OF CHIEF WAGE EARNER

QUESTION E

| | | TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.) | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | TRAVEL MODE(S) | | | | | | | ACCOMMODATION | | | SATISFACTION (TRIP IN GENERAL) | | |
| | | TOTAL | PACKAGE | INDEPENDENT | CAR | AIR | BUS | TRAIN | HOTEL/ MOTEL/ LODGE | PRIVATE HOME | OTHER | EXCELLENT | GOOD | FAIR/ POOR |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 551.9 | 90.8 | 461.1 | 413.4 | 95.1 | 95.4 | 7.1 | 237.0 | 96.0 | 30.0 | 230.7 | 268.8 | 50.7 |
| | | 71.1% | 69.4% | 71.4% | 69.9% | 76.0% | 72.1% | 76.9% | 70.7% | 78.7% | 69.2% | 73.1% | 69.6% | 69.3% |
| | | 100.0% | 16.4% | 83.6% | 74.9% | 17.2% | 17.3% | 1.3% | 42.9% | 17.4% | 5.4% | 41.8% | 48.7% | 9.2% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 221.5 | 40.0 | 181.4 | 175.1 | 30.0 | 36.8 | 2.1 | 98.2 | 24.4 | 13.4 | 83.4 | 117.0 | 21.0 |
| | | 28.5% | 30.6% | 28.1% | 29.6% | 23.9% | 27.3% | 23.1% | 29.3% | 20.0% | 30.8% | 26.4% | 30.3% | 28.7% |
| | | 100.0% | 18.1% | 81.9% | 73.1% | 13.5% | 16.6% | 1.0% | 44.3% | 11.0% | 6.0% | 37.7% | 52.8% | 9.5% |
| REFUSED | 46-0 | .7 | - | .7 | .7 | - | - | - | - | - | - | .5 | .2 | - |
| | | .1% | | .1% | .1% | | | | | | | .1% | .1% | |
| | | 100.0% | | 100.0% | 100.0% | | | | | | | 69.4% | 30.6% | |
| DON'T KNOW | 46-X | 2.4 | - | 2.4 | 2.4 | - | - | - | - | 1.4 | - | .9 | - | 1.4 |
| | | .3% | | .4% | .4% | | | | | 1.2% | | .3% | | 1.9% |
| | | 100.0% | | 100.0% | 100.0% | | | | | 59.9% | | 40.2% | | 59.8% |
| NOT STATED | 46-R | .3 | .1 | .2 | .1 | .1 | .1 | - | .1 | .2 | - | .1 | .2 | - |
| | | * | .1% | * | * | .1% | .1% | | * | .2% | | * | .1% | |
| | | 100.0% | 26.8% | 73.2% | 48.8% | 51.2% | 26.8% | | 26.8% | 73.2% | | 26.8% | 73.2% | |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.0% | 100.1% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 100.0% | 99.9% | 100.1% | 99.9% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |
| AGE OF YOUNGEST MEMBER OF HOUSEHOLD | | | | | | | | | | | | | | |
| UNDER SIX YEARS OLD | 47-1 | 106.2 | 22.6 | 83.6 | 81.0 | 8.7 | 18.5 | .9 | 58.7 | 15.5 | 1.7 | 42.8 | 47.8 | 15.5 |
| | | 13.7% | 17.3% | 12.9% | 13.7% | 6.9% | 14.0% | 9.8% | 17.5% | 12.7% | 3.9% | 13.6% | 12.4% | 21.3% |
| | | 100.0% | 21.3% | 78.7% | 76.3% | 8.2% | 17.4% | .9% | 55.3% | 14.6% | 1.6% | 40.3% | 45.0% | 14.6% |
| SIX TO ELEVEN YEARS | 47-2 | 117.5 | 20.1 | 97.4 | 90.3 | 6.6 | 24.0 | .2 | 40.0 | 16.5 | 1.9 | 50.0 | 57.2 | 10.2 |
| | | 15.1% | 15.4% | 15.1% | 15.3% | 5.2% | 18.2% | 1.9% | 11.9% | 13.5% | 4.4% | 15.9% | 14.8% | 13.9% |
| | | 100.0% | 17.1% | 82.9% | 76.9% | 5.6% | 20.5% | .1% | 34.0% | 14.0% | 1.6% | 42.6% | 48.7% | 8.6% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 203.1 | 41.4 | 161.6 | 152.9 | 17.7 | 41.7 | 1.7 | 73.5 | 27.3 | 14.5 | 76.6 | 109.7 | 15.9 |
| | | 26.1% | 31.7% | 25.0% | 25.8% | 14.2% | 31.5% | 18.3% | 21.9% | 22.3% | 33.6% | 24.3% | 28.4% | 21.7% |
| | | 100.0% | 20.4% | 79.6% | 75.3% | 8.7% | 20.5% | .8% | 36.2% | 13.4% | 7.2% | 37.7% | 54.0% | 7.8% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 346.2 | 46.3 | 299.9 | 265.4 | 90.6 | 47.0 | 6.5 | 161.3 | 61.9 | 25.2 | 144.5 | 170.0 | 31.0 |
| | | 44.6% | 35.4% | 46.4% | 44.9% | 72.3% | 35.5% | 70.0% | 48.1% | 50.7% | 58.1% | 45.8% | 44.0% | 42.3% |
| | | 100.0% | 13.4% | 86.6% | 76.7% | 26.2% | 13.6% | 1.9% | 46.6% | 17.9% | 7.3% | 41.7% | 49.1% | 8.9% |
| REFUSED | 47-0 | .5 | - | .5 | .5 | - | - | - | - | - | - | .5 | - | - |
| | | .1% | | .1% | .1% | | | | | | | .1% | | |
| | | 100.0% | | 100.0% | 100.0% | | | | | | | 100.0% | | |
| NOT STATED | 47-R | 3.2 | .4 | 2.8 | 1.5 | 1.7 | 1.1 | - | 1.7 | .9 | - | 1.2 | 1.4 | .6 |
| | | .4% | .3% | .4% | .3% | 1.4% | .8% | | .5% | .7% | | .4% | .4% | .8% |
| | | 100.0% | 12.6% | 87.4% | 47.4% | 52.9% | 33.6% | | 53.4% | 27.6% | | 38.1% | 42.9% | 19.0% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 776.6 | 130.9 | 645.8 | 591.7 | 125.2 | 132.2 | 9.3 | 335.2 | 122.1 | 43.3 | 315.6 | 386.2 | 73.2 |
| | | 100.0% | 100.1% | 99.9% | 100.1% | 100.0% | 100.0% | 99.9% | 99.9% | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 16.9% | 83.1% | 76.2% | 16.1% | 17.0% | 1.2% | 43.2% | 15.7% | 5.6% | 40.6% | 49.7% | 9.4% |

AGE OF CHIEF WAGE EARNER QUESTION E

| | | | TRAVEL BEHAVIOUR(NON-RESIDENTS) | | | | |
|---|---|---|---|---|---|---|---|
| | | | PURPOSE | | | EXPERIENCE | |
| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 136.7<br>74.0%<br>100.0% | 88.7<br>72.2%<br>64.9% | 26.4<br>72.5%<br>19.3% | 22.1<br>88.2%<br>16.2% | 65.3<br>73.5%<br>47.7% | 71.4<br>74.4%<br>52.2% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 46.4<br>25.1%<br>100.0% | 33.9<br>27.6%<br>73.0% | 10.0<br>27.5%<br>21.6% | 1.6<br>6.2%<br>3.4% | 23.4<br>26.4%<br>50.5% | 23.0<br>23.9%<br>49.5% |
| DON'T KNOW | 46-X | 1.4<br>.8%<br>100.0% | - | - | 1.4<br>5.6%<br>100.0% | - | 1.4<br>1.5%<br>100.0% |
| NOT STATED | 46-R | .3<br>.2%<br>100.0% | .3<br>.2%<br>100.0% | - | - | .1<br>.1%<br>26.8% | .2<br>.2%<br>73.2% |
| BASE: SKI DAYS (000'S) | | 184.8<br>100.1%<br>100.0% | 122.9<br>100.0%<br>66.5% | 36.4<br>100.0%<br>19.7% | 25.1<br>100.0%<br>13.6% | 88.7<br>100.0%<br>48.0% | 96.0<br>100.0%<br>51.9% |

AGE OF YOUNGEST MEMBER OF HOUSEHOLD

| | | TOTAL | SKI VACATION | SKI AND VFR | SKI AND BUSINESS/ CONVENTION | FIRST VISIT | REPEAT VISIT |
|---|---|---|---|---|---|---|---|
| UNDER SIX YEARS OLD | 47-1 | 14.5<br>7.8%<br>100.0% | 9.7<br>7.9%<br>66.7% | 2.6<br>7.0%<br>17.7% | 2.2<br>8.7%<br>15.2% | 6.4<br>7.2%<br>44.3% | 8.1<br>8.4%<br>55.7% |
| SIX TO ELEVEN YEARS | 47-2 | 13.1<br>7.1%<br>100.0% | 10.1<br>8.2%<br>77.7% | 1.2<br>3.4%<br>9.5% | 1.1<br>4.5%<br>8.7% | 5.9<br>6.7%<br>45.2% | 7.2<br>7.5%<br>54.8% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 29.1<br>15.8%<br>100.0% | 21.5<br>17.5%<br>73.8% | 4.5<br>12.2%<br>15.3% | 2.6<br>10.3%<br>8.9% | 14.7<br>16.5%<br>50.4% | 14.4<br>15.0%<br>49.6% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 126.3<br>68.3%<br>100.0% | 80.3<br>65.3%<br>63.6% | 27.6<br>75.9%<br>21.9% | 19.2<br>76.4%<br>15.2% | 60.7<br>68.4%<br>48.0% | 65.6<br>68.3%<br>51.9% |
| NOT STATED | 47-R | 1.8<br>1.0%<br>100.0% | 1.3<br>1.1%<br>70.7% | .5<br>1.5%<br>29.3% | - | 1.1<br>1.2%<br>58.7% | .8<br>.8%<br>41.3% |
| BASE: SKI DAYS (000'S) | | 184.8<br>100.0%<br>100.0% | 122.9<br>100.0%<br>66.5% | 36.4<br>100.0%<br>19.7% | 25.1<br>99.9%<br>13.6% | 88.7<br>100.0%<br>48.0% | 96.0<br>100.0%<br>51.9% |

AGE OF CHIEF WAGE EARNER

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SKILL | | | | AGE | | | | | | | | |
| | | GRAND TOTAL | BEGIN-NER | INTER-MEDIATE | AD-VANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6<br>72.1%<br>100.0% | 122.0<br>69.5%<br>9.6% | 621.0<br>75.3%<br>48.8% | 420.5<br>68.7%<br>33.1% | 107.1<br>71.2%<br>8.4% | 311.7<br>62.4%<br>24.5% | 294.3<br>58.0%<br>23.1% | 295.4<br>97.8%<br>23.2% | 144.5<br>96.0%<br>11.4% | 140.7<br>98.4%<br>11.1% | 82.2<br>95.6%<br>6.5% | 1.8<br>9.0%<br>.1% | - | - |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3<br>27.5%<br>100.0% | 53.6<br>30.5%<br>11.0% | 202.6<br>24.6%<br>41.7% | 187.1<br>30.6%<br>38.6% | 41.9<br>27.9%<br>8.6% | 188.2<br>37.6%<br>38.3% | 207.1<br>40.8%<br>42.7% | 5.5<br>1.8%<br>1.1% | 6.0<br>4.0%<br>1.2% | 2.3<br>1.6%<br>.5% | 3.8<br>4.4%<br>.8% | 18.4<br>91.0%<br>3.8% | 27.1<br>100.0%<br>5.6% | 25.8<br>99.5%<br>5.3% |
| REFUSED | 46-0 | 2.3<br>.1%<br>100.0% | - | .5<br>.1%<br>22.4% | 1.8<br>.3%<br>77.6% | - | - | 2.3<br>.5%<br>100.0% | - | - | - | - | - | - | - |
| DON'T KNOW | 46-X | 2.4<br>.1%<br>100.0% | - | - | .9<br>.2%<br>40.2% | 1.4<br>.9%<br>59.8% | - | 1.4<br>.3%<br>59.8% | .9<br>.3%<br>40.2% | - | - | - | - | - | - |
| NOT STATED | 46-R | 2.2<br>.1%<br>100.0% | - | .2<br>*<br>9.8% | 2.0<br>.3%<br>90.2% | - | - | 1.9<br>.4%<br>87.0% | .1<br>*<br>6.7% | - | - | - | - | - | .1<br>.5%<br>6.3% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 175.6<br>100.0%<br>10.0% | 824.4<br>100.0%<br>46.7% | 612.3<br>100.1%<br>34.7% | 150.5<br>100.0%<br>8.5% | 499.8<br>100.0%<br>28.3% | 507.0<br>100.0%<br>28.7% | 302.0<br>99.9%<br>17.1% | 150.4<br>100.0%<br>8.5% | 143.0<br>100.0%<br>8.1% | 86.0<br>100.0%<br>4.9% | 20.2<br>100.0%<br>1.1% | 27.1<br>100.0%<br>1.5% | 25.9<br>100.0%<br>1.5% |
| AGE OF YOUNGEST MEMBER OF HOUSEHOLD | | | | | | | | | | | | | | | |
| UNDER SIX YEARS OLD | 47-1 | 192.9<br>10.9%<br>100.0% | 23.2<br>13.2%<br>12.0% | 94.1<br>11.4%<br>48.8% | 73.7<br>12.0%<br>38.2% | 1.9<br>1.3%<br>1.0% | 40.9<br>8.2%<br>21.2% | 28.8<br>5.7%<br>14.9% | 48.0<br>15.9%<br>24.9% | 42.3<br>28.1%<br>21.9% | 21.9<br>15.3%<br>11.3% | 10.8<br>12.5%<br>5.6% | .2<br>1.1%<br>.1% | - | - |
| SIX TO ELEVEN YEARS | 47-2 | 293.3<br>16.6%<br>100.0% | 49.9<br>28.4%<br>17.0% | 183.9<br>22.3%<br>62.7% | 54.2<br>8.9%<br>18.5% | 5.3<br>3.5%<br>1.8% | 135.8<br>27.2%<br>46.3% | 19.7<br>3.9%<br>6.7% | 4.7<br>1.6%<br>1.6% | 37.4<br>24.9%<br>12.7% | 72.7<br>50.9%<br>24.8% | 17.3<br>20.1%<br>5.9% | 5.4<br>26.5%<br>1.8% | .2<br>.6%<br>.1% | .2<br>.6%<br>.1% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7<br>27.6%<br>100.0% | 52.0<br>29.6%<br>10.7% | 242.0<br>29.4%<br>49.6% | 173.7<br>28.4%<br>35.6% | 20.0<br>13.3%<br>4.1% | 323.1<br>64.6%<br>66.3% | 102.3<br>20.2%<br>21.0% | 2.6<br>.9%<br>.5% | - | 7.8<br>5.4%<br>1.6% | 38.0<br>44.2%<br>7.8% | 3.4<br>17.0%<br>.7% | 9.5<br>34.9%<br>1.9% | 1.0<br>3.9%<br>.2% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8<br>44.4%<br>100.0% | 50.0<br>28.5%<br>6.4% | 301.4<br>36.6%<br>38.4% | 308.1<br>50.3%<br>39.3% | 123.4<br>82.0%<br>15.7% | - | 352.4<br>69.5%<br>45.0% | 245.3<br>81.2%<br>31.3% | 70.1<br>46.6%<br>8.9% | 40.4<br>28.3%<br>5.2% | 19.9<br>23.2%<br>2.5% | 11.2<br>55.4%<br>1.4% | 17.4<br>64.4%<br>2.2% | 24.6<br>95.0%<br>3.1% |
| REFUSED | 47-0 | 2.1<br>.1%<br>100.0% | - | .3<br>*<br>14.9% | 1.8<br>.3%<br>85.1% | - | - | 2.1<br>.4%<br>100.0% | - | - | - | - | - | - | - |
| NOT STATED | 47-R | 4.0<br>.2%<br>100.0% | .5<br>.3%<br>13.8% | 2.7<br>.3%<br>67.4% | .7<br>.1%<br>18.8% | - | - | 1.7<br>.3%<br>44.0% | 1.3<br>.4%<br>32.6% | .6<br>.4%<br>15.4% | .2<br>.1%<br>4.5% | - | - | - | .1<br>.5%<br>3.5% |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 175.6<br>100.0%<br>10.0% | 824.4<br>100.0%<br>46.7% | 612.3<br>100.0%<br>34.7% | 150.5<br>100.1%<br>8.5% | 499.8<br>100.0%<br>28.3% | 507.0<br>100.0%<br>28.7% | 302.0<br>100.0%<br>17.1% | 150.4<br>100.0%<br>8.5% | 143.0<br>100.0%<br>8.1% | 86.0<br>100.0%<br>4.9% | 20.2<br>100.0%<br>1.1% | 27.1<br>99.9%<br>1.5% | 25.9<br>100.0%<br>1.5% |

AGE OF CHIEF WAGE EARNER

QUESTION E

| | | SKIER PROFILE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | RESIDENT AGE | | | | | | SEX | | SOCIO-ECONOMIC STATUS | | | |
| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6 | 1134.9 | 307.8 | 255.1 | 249.3 | 122.0 | 125.5 | 74.7 | 763.1 | 508.5 | 255.1 | 301.4 | 168.1 | 382.2 |
| | | 72.1% | 71.9% | 62.8% | 56.9% | 98.0% | 95.7% | 98.6% | 57.4% | 68.9% | 77.4% | 85.9% | 73.4% | 83.8% | 60.8% |
| | | 100.0% | 89.2% | 24.2% | 20.1% | 19.6% | 9.6% | 9.9% | 5.9% | 60.0% | 40.0% | 20.1% | 23.7% | 13.2% | 30.1% |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3 | 438.9 | 182.6 | 188.8 | 4.1 | 5.5 | 1.8 | 55.5 | 339.3 | 146.0 | 41.8 | 107.0 | 32.5 | 244.2 |
| | | 27.5% | 27.8% | 37.2% | 42.1% | 1.6% | 4.3% | 1.4% | 42.6% | 30.6% | 22.2% | 14.1% | 26.1% | 16.2% | 38.9% |
| | | 100.0% | 90.4% | 37.6% | 33.9% | .9% | 1.1% | .4% | 11.4% | 69.9% | 30.1% | 8.6% | 22.1% | 6.7% | 50.3% |
| REFUSED | 46-0 | 2.3 | 2.3 | - | 2.3 | - | - | - | - | .3 | 2.0 | - | - | - | - |
| | | .1% | .1% | | .5% | | | | | * | .3% | | | | |
| | | 100.0% | 100.0% | | 100.0% | | | | | 13.5% | 86.5% | | | | |
| DON'T KNOW | 46-X | 2.4 | .9 | - | - | .9 | - | - | - | 2.4 | - | - | 2.4 | - | - |
| | | .1% | .1% | | | .4% | | | | .2% | | | .6% | | |
| | | 100.0% | 40.2% | | | 40.2% | | | | 100.0% | | | 100.0% | | |
| NOT STATED | 46-R | 2.2 | 1.9 | - | 1.9 | - | - | - | - | 2.1 | .1 | - | - | - | 1.9 |
| | | .1% | .1% | | .4% | | | | | .2% | * | | | | .3% |
| | | 100.0% | 87.0% | | 87.0% | | | | | 96.5% | 3.5% | | | | 87.0% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 99.9% | 100.0% | 100.1% | 100.0% | 100.0% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

AGE OF YOUNGEST MEMBER OF HOUSEHOLD

| | | GRAND TOTAL | TOTAL RES. | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40+ YEARS | MALE | FEMALE | UPPER | MIDDLE | LOWER | STUDENT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNDER SIX YEARS OLD | 47-1 | 192.9 | 178.4 | 40.1 | 28.2 | 44.6 | 36.4 | 19.0 | 10.2 | 124.0 | 68.9 | 47.2 | 44.8 | 9.1 | 56.6 |
| | | 10.9% | 11.3% | 8.2% | 6.3% | 17.5% | 28.5% | 14.9% | 7.8% | 11.2% | 10.5% | 15.9% | 10.9% | 4.6% | 9.0% |
| | | 100.0% | 92.5% | 20.8% | 14.6% | 23.1% | 18.9% | 9.8% | 5.3% | 64.3% | 35.7% | 24.5% | 23.2% | 4.7% | 29.4% |
| SIX TO ELEVEN YEARS | 47-2 | 293.3 | 280.3 | 134.9 | 17.1 | 4.1 | 35.4 | 69.6 | 19.2 | 175.6 | 117.8 | 47.3 | 40.9 | 30.3 | 139.1 |
| | | 16.6% | 17.8% | 27.5% | 3.8% | 1.6% | 27.8% | 54.7% | 14.7% | 15.9% | 17.9% | 15.9% | 10.0% | 15.1% | 22.1% |
| | | 100.0% | 95.5% | 46.0% | 5.8% | 1.4% | 12.1% | 23.7% | 6.5% | 59.9% | 40.1% | 16.1% | 14.0% | 10.3% | 47.4% |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7 | 458.5 | 315.4 | 93.7 | 1.3 | - | 5.9 | 42.2 | 299.6 | 188.0 | 33.9 | 41.7 | 21.8 | 348.9 |
| | | 27.6% | 29.0% | 64.3% | 20.9% | .5% | | 4.6% | 32.4% | 27.1% | 28.6% | 11.4% | 10.1% | 10.8% | 55.5% |
| | | 100.0% | 94.0% | 64.7% | 19.2% | .3% | | 1.2% | 8.7% | 61.4% | 38.6% | 6.9% | 8.5% | 4.5% | 71.6% |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8 | 657.5 | - | 305.4 | 204.4 | 55.0 | 32.8 | 58.6 | 507.5 | 276.3 | 168.2 | 283.4 | 139.4 | 82.1 |
| | | 44.4% | 41.6% | | 68.2% | 80.4% | 43.2% | 25.8% | 45.0% | 45.8% | 42.1% | 56.7% | 69.0% | 69.5% | 13.1% |
| | | 100.0% | 83.9% | | 39.0% | 26.1% | 7.0% | 4.2% | 7.5% | 64.7% | 35.3% | 21.5% | 36.2% | 17.8% | 10.5% |
| REFUSED | 47-0 | 2.1 | 2.1 | - | 2.1 | - | - | - | - | .3 | 1.8 | - | - | - | - |
| | | .1% | .1% | | .5% | | | | | * | .3% | | | | |
| | | 100.0% | 100.0% | | 100.0% | | | | | 14.9% | 85.1% | | | | |
| NOT STATED | 47-R | 4.0 | 2.1 | - | 1.5 | - | .6 | - | - | .2 | 3.8 | .4 | - | - | 1.4 |
| | | .2% | .1% | | .3% | | .5% | | | * | .6% | .1% | | | .2% |
| | | 100.0% | 53.7% | | 38.4% | | 15.4% | | | 5.3% | 94.7% | 10.2% | | | 36.4% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 1578.9 | 490.4 | 448.1 | 254.4 | 127.4 | 127.3 | 130.2 | 1107.1 | 656.5 | 296.9 | 410.8 | 200.6 | 628.3 |
| | | 99.8% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% |
| | | 100.0% | 89.5% | 27.8% | 25.4% | 14.4% | 7.2% | 7.2% | 7.4% | 62.8% | 37.2% | 16.8% | 23.3% | 11.4% | 35.6% |

AGE OF CHIEF WAGE EARNER

QUESTION 5

| | | | SKIER PROFILE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | LIFE STAGE | | | | | | | | |
| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
| FORTY-FOUR YEARS OR YOUNGER | 46-1 | 1271.6<br>72.1%<br>100.0% | 141.9<br>100.0%<br>11.2% | 441.9<br>100.0%<br>34.8% | 182.5<br>100.0%<br>14.4% | 501.1<br>100.0%<br>39.4% | - | - | - | - | - |
| FORTY-FIVE YEARS OR OLDER | 46-2 | 485.3<br>27.5%<br>100.0% | - | - | - | - | 289.4<br>100.0%<br>59.6% | 99.2<br>100.0%<br>20.4% | 35.6<br>100.0%<br>7.3% | 4.3<br>100.0%<br>.9% | 4.9<br>100.0%<br>1.0% |
| REFUSED | 46-0 | 2.3<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - |
| DON'T KNOW | 46-X | 2.4<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - |
| NOT STATED | 46-R | 2.2<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |
| | AGE OF YOUNGEST MEMBER OF HOUSEHOLD | | | | | | | | | | |
| UNDER SIX YEARS OLD | 47-1 | 192.9<br>10.9%<br>100.0% | - | - | 182.5<br>100.0%<br>94.6% | - | 10.3<br>3.6%<br>5.4% | - | - | - | - |
| SIX TO ELEVEN YEARS | 47-2 | 293.3<br>16.6%<br>100.0% | - | - | - | 234.7<br>46.8%<br>80.0% | 58.7<br>20.3%<br>20.0% | - | - | - | - |
| TWELVE TO SEVENTEEN YEARS | 47-3 | 487.7<br>27.6%<br>100.0% | - | - | - | 266.5<br>53.2%<br>54.6% | 220.5<br>76.2%<br>45.2% | - | - | - | - |
| EIGHTEEN YEARS OR OLDER | 47-4 | 783.8<br>44.4%<br>100.0% | 141.9<br>100.0%<br>18.1% | 441.9<br>100.0%<br>56.4% | - | - | - | 99.2<br>100.0%<br>12.7% | 35.6<br>100.0%<br>4.5% | 4.3<br>100.0%<br>.5% | 4.9<br>100.0%<br>.6% |
| REFUSED | 47-0 | 2.1<br>.1%<br>100.0% | - | - | - | - | - | - | - | - | - |
| NOT STATED | 47-R | 4.0<br>.2%<br>100.0% | - | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.8%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 132.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.1%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |

LIFESTAGE

|  |  | SKIER ORIGIN |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | RESIDENTS |  |  |  |  |  |  |  |
|  |  |  | ALBERTA |  |  |  |  |  |  |  |
|  |  | GRAND TOTAL | TOTAL | CAL.& REG. | CAL. METRO | EDM.& OPC | EDM. & REGION | OTHER MAJOR CENTRE | REGI-ONAL MRKT. | HINT-ERLAND MRKT. |
| YOUNG BACHELORS | 14-1 | 141.9 | 90.6 | 56.8 | 54.8 | 26.4 | 18.8 | 7.6 | 4.3 | 3.1 |
|  |  | 8.0% | 5.7% | 8.4% | 8.9% | 4.4% | 3.9% | 6.1% | 2.0% | 3.6% |
|  |  | 100.0% | 63.8% | 40.0% | 38.6% | 18.6% | 13.3% | 5.3% | 3.0% | 2.2% |
| YOUNG COUPLES/ COOPERATIVE UNITS | 14-2 | 441.9 | 392.7 | 192.6 | 169.6 | 155.1 | 101.3 | 53.8 | 28.3 | 16.6 |
|  |  | 25.1% | 24.9% | 28.4% | 27.6% | 25.8% | 21.2% | 43.2% | 13.4% | 19.2% |
|  |  | 100.0% | 88.9% | 43.6% | 38.4% | 35.1% | 22.9% | 12.2% | 6.4% | 3.8% |
| YOUNG FAMILIES | 14-3 | 182.5 | 169.3 | 57.5 | 56.6 | 74.7 | 59.4 | 15.3 | 21.2 | 16.0 |
|  |  | 10.3% | 10.7% | 8.5% | 9.2% | 12.4% | 12.4% | 12.3% | 10.0% | 18.4% |
|  |  | 100.0% | 92.8% | 31.5% | 31.0% | 40.9% | 32.5% | 8.4% | 11.6% | 8.7% |
| MIDDLE FAMILIES | 14-4 | 501.1 | 480.1 | 198.7 | 164.8 | 189.7 | 173.5 | 16.3 | 74.2 | 17.5 |
|  |  | 28.4% | 30.4% | 29.2% | 26.9% | 31.5% | 36.3% | 13.1% | 35.2% | 20.2% |
|  |  | 100.0% | 95.8% | 39.6% | 32.9% | 37.9% | 34.6% | 3.2% | 14.8% | 3.5% |
| OLDER FAMILIES | 14-5 | 289.4 | 267.5 | 109.0 | 108.3 | 86.3 | 72.1 | 14.2 | 47.9 | 24.4 |
|  |  | 16.4% | 16.9% | 16.0% | 17.7% | 14.3% | 15.1% | 11.4% | 22.7% | 28.1% |
|  |  | 100.0% | 92.4% | 37.7% | 37.4% | 29.8% | 24.9% | 4.9% | 16.5% | 8.4% |
| GROWN FAMILIES | 14-6 | 99.2 | 92.3 | 30.0 | 27.9 | 41.5 | 25.0 | 16.5 | 11.8 | 9.0 |
|  |  | 5.6% | 5.8% | 4.4% | 4.6% | 6.9% | 5.2% | 13.2% | 5.6% | 10.4% |
|  |  | 100.0% | 93.0% | 30.2% | 28.2% | 41.8% | 25.2% | 16.6% | 11.9% | 9.1% |
| OLDER COUPLES | 14-7 | 35.6 | 32.7 | 9.8 | 6.3 | 6.0 | 6.0 | - | 16.8 | - |
|  |  | 2.0% | 2.1% | 1.4% | 1.0% | 1.0% | 1.3% |  | 8.0% |  |
|  |  | 100.0% | 91.9% | 27.6% | 17.8% | 17.0% | 17.0% |  | 47.3% |  |
| RETIRED COUPLES | 14-8 | 4.3 | 2.3 | - | - | - | - | - | 2.3 | - |
|  |  | .2% | .1% |  |  |  |  |  | 1.1% |  |
|  |  | 100.0% | 53.1% |  |  |  |  |  | 53.1% |  |
| OLDER SINGLE | 14-9 | 4.9 | 1.3 | 1.0 | 1.0 | .3 | .3 | - | - | - |
|  |  | .3% | .1% | .1% | .2% | .1% | .1% |  |  |  |
|  |  | 100.0% | 26.4% | 19.7% | 19.7% | 6.8% | 6.8% |  |  |  |
| MISSING VALUES | 14-R | 62.9 | 50.1 | 23.9 | 23.9 | 22.0 | 21.1 | .9 | 4.2 | - |
|  |  | 3.6% | 3.2% | 3.5% | 3.9% | 3.7% | 4.4% | .7% | 2.0% |  |
|  |  | 100.0% | 79.7% | 38.0% | 38.0% | 35.0% | 33.5% | 1.5% | 6.7% |  |
| BASE: SKI DAYS (000'S) |  | 1763.7 | 1578.9 | 679.2 | 613.3 | 602.1 | 477.6 | 124.6 | 210.9 | 86.6 |
|  |  | 99.9% | 99.9% | 99.9% | 100.0% | 100.1% | 99.9% | 100.0% | 100.0% | 99.9% |
|  |  | 100.0% | 89.5% | 38.5% | 34.8% | 34.1% | 27.1% | 7.1% | 12.0% | 4.9% |

LIFESTAGE

#=====SKIER ORIGIN (CONT'D)=====#

| | | | | *.....CANADA..... | | | | | | | **.....UNITED STATES..... | | | | **OTHER* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | TOTAL NON-RESI-CENT | TOTAL CANADA | B.C. | SASK | MAN | ONT | QUE | ALL OTHER CANADA | TOTAL U.S. | CALI-FORNIA | TEXAS | OTHER U.S. | OTHER FOREIGN |
| YOUNG BACHELORS | 14-1 | 141.9 | 51.4 | 26.1 | 5.5 | 3.9 | 3.5 | 9.2 | 3.1 | .9 | 14.6 | 2.7 | 2.2 | 9.9 | 10.7 |
| | | 8.0% | 27.8% | 20.8% | 26.6% | 14.8% | 19.7% | 21.1% | 25.3% | 18.2% | 37.1% | 33.5% | 22.5% | 45.0% | 54.1% |
| | | 100.0% | 36.2% | 18.4% | 3.9% | 2.8% | 2.5% | 6.5% | 2.2% | .6% | 10.3% | 1.9% | 1.5% | 6.9% | 7.5% |
| YOUNG COUPLES/ COOPERATIVE UNITS | 14-2 | 441.9 | 49.2 | 37.7 | 5.8 | 7.2 | 4.5 | 13.6 | 4.7 | 1.9 | 8.0 | 2.0 | 2.7 | 3.3 | 3.5 |
| | | 25.1% | 26.6% | 30.0% | 28.1% | 27.3% | 25.4% | 31.0% | 38.8% | 37.8% | 20.4% | 24.6% | 28.1% | 15.4% | 17.5% |
| | | 100.0% | 11.1% | 8.5% | 1.3% | 1.6% | 1.0% | 3.1% | 1.1% | .4% | 1.8% | .4% | .6% | .8% | .8% |
| YOUNG FAMILIES | 14-3 | 182.5 | 13.2 | 10.5 | 1.1 | 3.7 | 1.3 | 3.1 | .9 | .2 | 2.2 | .3 | 1.0 | 1.0 | .5 |
| | | 10.3% | 7.1% | 8.3% | 5.6% | 14.0% | 7.3% | 7.1% | 7.9% | 4.6% | 5.6% | 3.5% | 9.9% | 4.4% | 2.7% |
| | | 100.0% | 7.2% | 5.7% | .6% | 2.0% | .7% | 1.7% | .5% | .1% | 1.2% | .2% | .5% | .5% | .3% |
| MIDDLE FAMILIES | 14-4 | 501.1 | 21.0 | 15.2 | 2.2 | 4.5 | 2.9 | 4.2 | .6 | .8 | 5.2 | .9 | 2.3 | 1.9 | .6 |
| | | 28.4% | 11.4% | 12.1% | 10.7% | 17.1% | 16.7% | 9.6% | 4.8% | 15.0% | 13.1% | 11.4% | 24.0% | 8.8% | 3.3% |
| | | 100.0% | 4.2% | 3.0% | .4% | .9% | .6% | .8% | .1% | .2% | 1.0% | .2% | .5% | .4% | .1% |
| OLDER FAMILIES | 14-5 | 289.4 | 21.9 | 18.1 | 3.2 | 4.6 | 3.5 | 5.3 | .5 | 1.0 | 3.6 | .1 | 1.0 | 2.5 | .2 |
| | | 16.4% | 11.9% | 14.4% | 15.7% | 17.4% | 19.9% | 12.1% | 4.0% | 20.2% | 9.1% | 1.0% | 10.0% | 11.6% | 1.2% |
| | | 100.0% | 7.6% | 6.3% | 1.1% | 1.6% | 1.2% | 1.8% | .2% | .4% | 1.2% | * | .3% | .9% | .1% |
| GROWN FAMILIES | 14-6 | 99.2 | 6.9 | 5.5 | .6 | 1.0 | .7 | 2.0 | 1.2 | - | .5 | .2 | - | .3 | .9 |
| | | 5.6% | 3.7% | 4.4% | 3.2% | 3.8% | 4.1% | 4.6% | 9.5% | | 1.3% | 3.1% | | 1.2% | 4.4% |
| | | 100.0% | 7.0% | 5.6% | .7% | 1.0% | .7% | 2.0% | 1.2% | | .5% | .2% | | .3% | .9% |
| OLDER COUPLES | 14-7 | 35.6 | 2.9 | 1.7 | * | .2 | * | 1.1 | .4 | - | 1.2 | .4 | * | .7 | - |
| | | 2.0% | 1.6% | 1.4% | .2% | .7% | .2% | 2.4% | 3.3% | | 3.0% | 5.3% | .1% | 3.4% | |
| | | 100.0% | 8.1% | 4.9% | .1% | .5% | .1% | 3.0% | 1.1% | | 3.3% | 1.2% | * | 2.1% | |
| RETIRED COUPLES | 14-8 | 4.3 | 2.0 | 1.2 | .4 | - | .4 | .1 | .3 | - | .5 | .2 | - | .4 | .3 |
| | | .2% | 1.1% | .9% | 1.8% | | 2.2% | .3% | 2.3% | | 1.4% | 2.2% | | 1.6% | 1.5% |
| | | 100.0% | 46.9% | 27.6% | 8.7% | | 8.9% | 3.4% | 6.6% | | 12.5% | 4.2% | | 8.3% | 6.8% |
| OLDER SINGLE | 14-9 | 4.9 | 3.6 | 1.6 | .1 | .6 | .2 | .7 | - | - | 1.4 | .8 | - | .6 | .6 |
| | | .3% | 1.9% | 1.3% | .6% | 2.3% | 1.3% | 1.5% | | | 3.6% | 9.8% | | 2.9% | 2.9% |
| | | 100.0% | 73.6% | 32.9% | 2.4% | 12.4% | 4.7% | 13.5% | | | 29.1% | 16.3% | | 12.8% | 11.6% |
| MISSING VALUES | 14-R | 62.9 | 12.7 | 8.0 | 1.5 | .7 | .6 | 4.5 | .5 | .2 | 2.2 | .5 | .5 | 1.3 | 2.5 |
| | | 3.6% | 6.9% | 6.4% | 7.5% | 2.6% | 3.1% | 10.3% | 4.1% | 4.1% | 5.7% | 5.7% | 5.4% | 5.8% | 12.5% |
| | | 100.0% | 20.3% | 12.8% | 2.5% | 1.1% | .9% | 7.2% | .8% | .3% | 3.6% | .7% | .8% | 2.0% | 3.9% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 184.8 | 125.6 | 20.5 | 26.4 | 17.7 | 43.8 | 12.1 | 5.1 | 39.5 | 8.0 | 9.7 | 21.7 | 19.7 |
| | | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 99.9% | 100.3% | 100.1% | 100.0% | 100.1% | 100.1% |
| | | 100.0% | 10.5% | 7.1% | 1.2% | 1.5% | 1.0% | 2.5% | .7% | .3% | 2.2% | .5% | .6% | 1.2% | 1.1% |

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                      LIFESTAGE

                                  #=================================ALBERTA DESTINATIONS===================================#
                                  +-TOTAL ALBERTA--++------------------------ROCKY MOUNTAIN SKIING-------------------------+
                                                    *.....TOTALS.....**..BANFF/L.LOUISE**.....SUNSHINE...**.SKIING LOUISE..*
                            GRAND TOTAL RESI- NON-  TOTAL RESI- NON-        RESI- NON-        RESI- NON-        RESI- NON-
                            TOTAL  ALTA DENT  RES.    RMS DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.  TOTAL DENT  RES.

YOUNG BACHELORS       14-1   141.9 103.5  52.1  51.4  95.2  43.8  51.4  80.6  32.8  47.8  40.4  15.8  24.6  36.1  14.0  22.1
                              8.0%  8.0%  4.7% 27.8% 10.8%  6.3% 27.8% 12.1%  6.6% 28.2% 11.4%  6.0% 27.5% 13.1%  7.0% 29.3%
                            100.0% 72.9% 36.7% 36.2% 67.1% 30.9% 36.2% 56.8% 23.1% 33.7% 28.5% 11.2% 17.3% 25.5%  9.9% 15.6%

YOUNG COUPLES/        14-2   441.9 257.4 208.2  49.2 227.3 178.1  49.2 171.6 127.6  44.0  90.0  66.8  23.2  79.0  58.8  20.1
COOPERATIVE UNITS             25.1% 19.8% 18.6% 26.6% 25.8% 25.6% 26.6% 25.8% 25.8% 25.9% 25.4% 25.2% 25.9% 28.6% 29.3% 26.7%
                            100.0% 58.3% 47.1% 11.1% 51.4% 40.3% 11.1% 38.8% 28.9% 10.0% 20.4% 15.1%  5.2% 17.9% 13.3%  4.6%

YOUNG FAMILIES        14-3   182.5 158.7 145.5  13.2  92.4  79.2  13.2  72.6  60.1  12.4  44.1  36.5   7.6  25.2  21.3   3.9
                             10.3% 12.2% 13.0%  7.1% 10.5% 11.4%  7.1% 10.9% 12.2%  7.3% 12.4% 13.8%  8.5%  9.1% 10.6%  5.2%
                            100.0% 86.9% 79.7%  7.2% 50.6% 43.4%  7.2% 39.8% 32.9%  6.8% 24.2% 20.0%  4.2% 13.8% 11.6%  2.1%

MIDDLE FAMILIES       14-4   501.1 390.9 369.9  21.0 202.1 181.1  21.0 132.9 113.8  19.0  65.1  55.0  10.1  55.5  47.3   8.2
                             28.4% 30.0% 33.1% 11.4% 23.0% 26.0% 11.4% 20.0% 23.0% 11.2% 18.4% 20.7% 11.3% 20.1% 23.5% 10.9%
                            100.0% 78.0% 73.8%  4.2% 40.3% 36.1%  4.2% 26.5% 22.7%  3.8% 13.0% 11.0%  2.0% 11.1%  9.4%  1.6%

OLDER FAMILIES        14-5   289.4 233.0 211.0  21.9 135.4 113.4  21.9 107.1  86.0  21.1  60.5  48.9  11.6  38.2  29.5   8.8
                             16.4% 17.9% 18.9% 11.9% 15.4% 16.3% 11.9% 16.1% 17.4% 12.4% 17.1% 18.4% 13.0% 13.9% 14.7% 11.6%
                            100.0% 80.5% 72.9%  7.6% 46.8% 39.2%  7.6% 37.0% 29.7%  7.3% 20.9% 16.9%  4.0% 13.2% 10.2%  3.0%

GROWN FAMILIES        14-6    99.2  77.7  70.8   6.9  57.6  50.7   6.9  48.4  42.4   6.0  26.0  23.4   2.6  21.0  17.8   3.2
                              5.6%  6.0%  6.3%  3.7%  6.5%  7.3%  3.7%  7.3%  8.6%  3.5%  7.3%  8.8%  2.9%  7.6%  8.8%  4.3%
                            100.0% 78.3% 71.4%  7.0% 58.1% 51.2%  7.0% 48.8% 42.7%  6.1% 26.2% 23.6%  2.6% 21.2% 17.9%  3.3%

OLDER COUPLES         14-7    35.6  19.1  16.2   2.9  18.7  15.8   2.9  16.3  14.1   2.2   9.0   7.6   1.5   7.2   6.5    .7
                              2.0%  1.5%  1.4%  1.6%  2.1%  2.3%  1.6%  2.5%  2.9%  1.3%  2.5%  2.8%  1.7%  2.6%  3.3%   .9%
                            100.0% 53.6% 45.4%  8.1% 52.5% 44.4%  8.1% 45.9% 39.7%  6.2% 25.4% 21.2%  4.2% 20.3% 18.4%  1.8%

RETIRED COUPLES       14-8     4.3   2.8    .8   2.0   2.0     -   2.0   1.5     -   1.5    .2     -    .2   1.3     -   1.3
                               .2%   .2%   .1%  1.1%   .2%        1.1%   .2%         .9%     *         .2%   .5%        1.7%
                            100.0% 64.6% 17.7% 46.9% 46.9%       46.9% 34.7%       34.7%  3.5%        3.5% 30.2%       30.2%

OLDER SINGLE          14-9     4.9   4.9   1.3   3.6   4.9   1.3   3.6   4.6   1.3   3.3   1.8     -   1.8   1.9    .3   1.5
                               .3%   .4%   .1%  1.9%   .6%   .2%  1.9%   .7%   .3%  2.0%   .5%        2.0%   .7%   .2%  2.0%
                            100.0%100.0% 26.4% 73.6%100.0% 26.4% 73.6% 94.7% 26.4% 69.3% 36.4%       36.4% 38.5%  6.8% 31.7%

MISSING VALUES        14-R    62.9  53.7  40.9  12.7  44.7  31.9  12.7  28.8  16.7  12.1  17.7  11.3   6.4  11.0   5.4   5.6
                              3.6%  4.1%  3.7%  6.9%  5.1%  4.6%  6.9%  4.3%  3.4%  7.1%  5.0%  4.2%  7.2%  4.0%  2.7%  7.4%
                            100.0% 85.3% 65.1% 20.3% 71.0% 50.7% 20.3% 45.7% 26.5% 19.2% 28.2% 17.9% 10.2% 17.4%  8.6%  8.8%

BASE: SKI DAYS (000'S)      1763.71301.51116.7 184.8 880.2 695.5 184.8 664.2 494.7 169.5 354.8 265.3  89.5 276.4 200.9  75.4
                             99.9%100.1% 99.9%100.0%100.0%100.0%100.0% 99.9%100.2% 99.8%100.0% 99.9%100.2%100.1%100.1%100.0%
                            100.0% 73.8% 63.3% 10.5% 49.9% 39.4% 10.5% 37.7% 28.0%  9.6% 20.1% 15.0%  5.1% 15.7% 11.4%  4.3%
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                                  LIFESTAGE
                                          #=================================ALBERTA DESTINATIONS=================================================#
                                          +---TOTAL ALBERTA---++------------------------------ROCKY MOUNTAIN SKIING------------------------------+
                                                                     *......TOTALS ......**......NORQUAY......**......*.MARMOT......**..FOR-
                                                                                                                                          TRESS.*
                                     GRAND   TOTAL   RESI-    NON-   TOTAL   RESI-    NON-           RESI-    NON-           RESI-    NON-   RESI-
                                     TOTAL    ALTA    DENT    RES.     RMS    DENT    RES.   TOTAL    DENT    RES.   TOTAL    DENT    RES.    DENT

YOUNG BACHELORS             14-1     141.9   103.5    52.1    51.4    95.2    43.8    51.4     4.0     2.9     1.1    13.0     9.4     3.6     1.6
                                      8.0%    8.0%    4.7%   27.8%   10.8%    6.3%   27.8%   12.2%   10.2%   24.7%    9.3%    7.6%   23.2%    2.1%
                                    100.0%   72.9%   36.7%   36.2%   67.1%   30.9%   36.2%    2.3%    2.0%     .8%    9.2%    6.6%    2.5%    1.2%

YOUNG COUPLES/              14-2     441.9   257.4   208.2    49.2   227.3   178.1    49.2     2.6     1.9      .7    44.1    38.9     5.2    11.7
COOPERATIVE UNITS                    25.1%   19.8%   18.6%   26.6%   25.8%   25.6%   26.6%    7.8%    6.7%   14.6%   31.7%   31.4%   33.9%   15.2%
                                    100.0%   58.3%   47.1%   11.1%   51.4%   40.3%   11.1%     .6%     .4%     .2%   10.0%    8.8%    1.2%    2.6%

YOUNG FAMILIES              14-3     182.5   158.7   145.5    13.2    92.4    79.2    13.2     3.3     2.4      .9    16.7    16.0      .7     3.1
                                     10.3%   12.2%   13.0%    7.1%   10.5%   11.4%    7.1%   10.1%    8.4%   20.5%   12.0%   12.9%    4.9%    4.0%
                                    100.0%   86.9%   79.7%    7.2%   50.6%   43.4%    7.2%    1.8%    1.3%     .5%    9.2%    8.8%     .4%    1.7%

MIDDLE FAMILIES             14-4     501.1   390.9   369.9    21.0   202.1   181.1    21.0    12.2    11.5      .7    27.9    26.0     1.9    41.3
                                     28.4%   30.0%   33.1%   11.4%   23.0%   26.0%   11.4%   37.0%   40.4%   15.7%   20.1%   21.0%   12.7%   53.7%
                                    100.0%   78.0%   73.8%    4.2%   40.3%   36.1%    4.2%    2.4%    2.3%     .1%    5.6%    5.2%     .4%    8.2%

OLDER FAMILIES              14-5     289.4   233.0   211.0    21.9   135.4   113.4    21.9     8.3     7.6      .7    17.1    16.2      .8    11.2
                                     16.4%   17.9%   18.9%   11.9%   15.4%   16.3%   11.9%   25.1%   26.7%   15.1%   12.3%   13.1%    5.5%   14.6%
                                    100.0%   80.5%   72.9%    7.6%   46.8%   39.2%    7.6%    2.9%    2.6%     .2%    5.9%    5.6%     .3%    3.9%

GROWN FAMILIES              14-6      99.2    77.7    70.8     6.9    57.6    50.7     6.9     1.4     1.2      .2     7.4     6.5      .9     1.8
                                      5.6%    6.0%    6.3%    3.7%    6.5%    7.3%    3.7%    4.3%    4.2%    4.7%    5.3%    5.3%    5.9%    2.4%
                                    100.0%   78.3%   71.4%    7.0%   58.1%   51.2%    7.0%    1.4%    1.2%     .2%    7.5%    6.6%     .9%    1.9%

OLDER COUPLES               14-7      35.6    19.1    16.2     2.9    18.7    15.8     2.9      .1       -      .1     1.8     1.1      .7      .5
                                      2.0%    1.5%    1.4%    1.6%    2.1%    2.3%    1.6%     .2%            1.6%    1.3%     .9%    4.5%     .7%
                                    100.0%   53.6%   45.4%    8.1%   52.5%   44.4%    8.1%     .2%             .2%    5.1%    3.2%    1.9%    1.5%

RETIRED COUPLES             14-8       4.3     2.8      .8     2.0     2.0       -     2.0       *       -       *      .5       -      .5       -
                                       .2%     .2%     .1%    1.1%     .2%            1.1%     .1%             .9%     .4%            3.4%
                                    100.0%   64.6%   17.7%   46.9%   46.9%           46.9%    1.0%            1.0%   12.2%           12.2%

OLDER SINGLE                14-9       4.9     4.9     1.3     3.6     4.9     1.3     3.6     1.0     1.0       *      .3       -      .3       -
                                       .3%     .4%     .1%    1.9%     .6%     .2%    1.9%    2.9%    3.4%     .2%     .2%            1.7%
                                    100.0%  100.0%   26.4%   73.6%  100.0%   26.4%   73.6%   19.8%   19.7%     .2%    5.3%            5.3%

MISSING VALUES              14-R      62.9    53.7    40.9    12.7    44.7    31.9    12.7      .1       -      .1    10.4     9.7      .7     5.5
                                      3.6%    4.1%    3.7%    6.9%    5.1%    4.6%    6.9%     .3%            1.9%    7.5%    7.8%    4.4%    7.2%
                                    100.0%   85.3%   65.1%   20.3%   71.0%   50.7%   20.3%     .1%             .1%   16.5%   15.4%    1.1%    8.8%

BASE: SKI DAYS (000'S)              1763.7  1301.5  1116.7   184.8   880.2   695.5   184.8    33.0    28.4     4.6   139.2   123.9    15.3    76.8
                                     99.9%  100.1%   99.9%  100.0%  100.0%  100.0%  100.0%  100.0%  100.0%   99.9%  100.1%  100.0%  100.1%   99.9%
                                    100.0%   73.8%   63.3%   10.5%   49.9%   39.4%   10.5%    1.9%    1.6%     .3%    7.9%    7.0%     .9%    4.4%
```

```
                          LIFESTAGE
                                       #=========ALBERTA DESTINATIONS=========#FLATLAND#=======OUT-OF-PROV.DESTINATION========#
                                       +----TOTAL ALBERTA-----++-----RMS-------++SKIING++TOTAL-++-----B.C.-----++----U.S.A.-----+
                                                                                 TOTAL
                                                                                 FLAT-                   EASTERN
                                 GRAND    TOTAL    RESI-    NON-              RESI-   LAND    RESI-            KOOTE-
                                 TOTAL     ALTA    DENT     RES.     TOTAL    DENT    RES.    DENT     TOTAL   NAYS      TOTAL MONTANA

YOUNG BACHELORS          14-1    141.9    103.5    52.1     51.4     95.2     43.8     8.3    38.5     32.4     15.0      6.1      6.1
                                  8.0%     8.0%     4.7%    27.8%    10.8%     6.3%    2.0%    8.3%    11.6%      8.6%     3.5%     6.2%
                                100.0%    72.9%    36.7%    36.2%    67.1%    30.9%    5.8%   27.1%    22.8%     10.6%     4.3%     4.3%

YOUNG COUPLES/           14-2    441.9    257.4   208.2     49.2    227.3    178.1    30.1   184.5     84.8     42.0     92.0     39.9
COOPERATIVE UNITS                25.1%    19.8%    18.6%    26.6%    25.8%    25.6%    7.2%   39.9%    30.4%     24.1%    52.8%    40.3%
                                100.0%    58.3%    47.1%    11.1%    51.4%    40.3%    6.8%   41.7%    19.2%      9.5%    20.8%     9.0%

YOUNG FAMILIES           14-3    182.5    158.7   145.5     13.2     92.4     79.2    65.6    23.8     17.2     13.5      5.7      5.7
                                 10.3%    12.2%    13.0%     7.1%    10.5%    11.4%   15.6%    5.2%     6.2%      7.8%     3.2%     5.7%
                                100.0%    86.9%    79.7%     7.2%    50.6%    43.4%   36.0%   13.1%     9.4%      7.4%     3.1%     3.1%

MIDDLE FAMILIES          14-4    501.1    390.9   369.9     21.0    202.1    181.1   188.8   110.2     71.2     52.2     39.0     29.4
                                 28.4%    30.0%    33.1%    11.4%    23.0%    26.0%   44.9%   23.8%    25.5%     30.0%    22.4%    29.7%
                                100.0%    78.0%    73.8%     4.2%    40.3%    36.1%   37.7%   22.0%    14.2%     10.4%     7.8%     5.9%

OLDER FAMILIES           14-5    289.4    233.0   211.0     21.9    135.4    113.4    97.6    56.5     48.6     37.0      7.9      7.9
                                 16.4%    17.9%    18.9%    11.9%    15.4%    16.3%   23.2%   12.2%    17.4%     21.2%     4.5%     8.0%
                                100.0%    80.5%    72.9%     7.6%    46.8%    39.2%   33.7%   19.5%    16.8%     12.8%     2.7%     2.7%

GROWN FAMILIES           14-6     99.2     77.7    70.8      6.9     57.6     50.7    20.0    21.5     10.8      5.6     10.7      5.1
                                  5.6%     6.0%     6.3%     3.7%     6.5%     7.3%    4.8%    4.7%     3.9%      3.2%     6.1%     5.2%
                                100.0%    78.3%    71.4%     7.0%    58.1%    51.2%   20.2%   21.7%    10.9%      5.6%    10.8%     5.2%

OLDER COUPLES            14-7     35.6     19.1    16.2      2.9     18.7     15.8      .4    16.5      5.8      2.2     10.7      3.6
                                  2.0%     1.5%     1.4%     1.6%     2.1%     2.3%     .1%    3.6%     2.1%      1.3%     6.1%     3.6%
                                100.0%    53.6%    45.4%     8.1%    52.5%    44.4%    1.1%   46.4%    16.4%      6.2%    30.0%    10.0%

RETIRED COUPLES          14-8      4.3      2.8      .8      2.0      2.0       -       .8     1.5      1.5      1.5       -        -
                                   .2%      .2%      .1%     1.1%      .2%             .2%     .3%      .5%       .9%
                                100.0%    64.6%    17.7%    46.9%    46.9%            17.7%   35.4%    35.4%     35.4%

OLDER SINGLE             14-9      4.9      4.9     1.3      3.6      4.9      1.3      -       -        -         -        -        -
                                   .3%      .4%      .1%     1.9%      .6%      .2%
                                100.0%   100.0%    26.4%    73.6%   100.0%    26.4%

MISSING VALUES           14-R     62.9     53.7    40.9     12.7     44.7     31.9     9.0     9.2      6.9      5.1      2.3      1.4
                                  3.6%     4.1%     3.7%     6.9%     5.1%     4.6%    2.1%    2.0%     2.5%      2.9%     1.3%     1.4%
                                100.0%    85.3%    65.1%    20.3%    71.0%    50.7%   14.3%   14.7%    11.0%      8.1%     3.7%     2.2%

BASE: SKI DAYS (000'S)          1763.7   1301.5  1116.7    184.8    880.2    695.5   420.6   462.2    279.2    174.1    174.3     99.0
                                 99.9%   100.1%    99.9%   100.0%   100.0%   100.0%  100.1%  100.0%   100.1%    100.0%    99.9%   100.1%
                                100.0%    73.8%    63.3%    10.5%    49.9%    39.4%   23.9%   26.2%    15.8%      9.9%     9.9%     5.6%
```

LIFESTAGE

| | | | TRIP TIMING | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | SEASON | | | | | PERIOD SKIED | | | | | |
| | | | | | | | | DAY SKIING | | | OVERNIGHT SKIING | | |
| | | LAST TRIP TOTAL | START UP | XMAS - NEW YEAR | EARLY WINTER | LATE WINTER | SPRING | TOTAL | WEEKDAY | WEEKEND | TOTAL | MIDWEEK | WEEKEND |
| YOUNG BACHELORS | 14-1 | 117.7 | 1.2 | 13.4 | 28.1 | 35.1 | 40.0 | 25.9 | 13.8 | 12.0 | 91.5 | 64.5 | 27.0 |
| | | 11.0% | 4.2% | 7.8% | 11.0% | 9.2% | 17.4% | 9.2% | 7.9% | 8.5% | 12.3% | 13.2% | 10.6% |
| | | 100.0% | 1.0% | 11.3% | 23.9% | 29.8% | 34.0% | 22.0% | 11.8% | 10.2% | 77.8% | 54.8% | 22.9% |
| YOUNG COUPLES/ COOPERATIVE UNITS | 14-2 | 274.5 | 7.8 | 43.5 | 66.1 | 98.6 | 58.7 | 54.7 | 23.7 | 31.0 | 218.6 | 111.0 | 107.6 |
| | | 25.7% | 27.0% | 25.4% | 25.8% | 25.9% | 25.5% | 17.3% | 13.6% | 22.0% | 29.3% | 22.7% | 42.2% |
| | | 100.0% | 2.8% | 15.8% | 24.1% | 35.9% | 21.4% | 19.9% | 8.6% | 11.3% | 79.6% | 40.4% | 39.2% |
| YOUNG FAMILIES | 14-3 | 121.3 | 4.2 | 15.7 | 35.7 | 44.7 | 21.0 | 32.7 | 22.9 | 9.8 | 88.0 | 61.9 | 26.1 |
| | | 11.4% | 14.6% | 9.2% | 13.9% | 11.7% | 9.1% | 10.4% | 13.1% | 7.0% | 11.8% | 12.6% | 10.2% |
| | | 100.0% | 3.5% | 13.0% | 29.4% | 36.8% | 17.3% | 27.0% | 18.9% | 8.1% | 72.5% | 51.0% | 21.5% |
| MIDDLE FAMILIES | 14-4 | 262.6 | 7.1 | 37.6 | 58.9 | 102.2 | 56.7 | 100.7 | 60.2 | 40.5 | 160.6 | 121.5 | 39.1 |
| | | 24.6% | 24.6% | 22.0% | 23.0% | 26.8% | 24.6% | 31.9% | 34.5% | 28.7% | 21.6% | 24.8% | 15.3% |
| | | 100.0% | 2.7% | 14.3% | 22.4% | 38.9% | 21.6% | 38.4% | 22.9% | 15.4% | 61.2% | 46.3% | 14.9% |
| OLDER FAMILIES | 14-5 | 170.7 | 4.2 | 39.9 | 36.8 | 59.2 | 30.5 | 65.0 | 36.3 | 28.9 | 105.5 | 72.9 | 32.6 |
| | | 16.0% | 14.7% | 23.4% | 14.4% | 15.5% | 13.2% | 20.6% | 20.8% | 20.4% | 14.2% | 14.9% | 12.9% |
| | | 100.0% | 2.5% | 23.4% | 21.5% | 34.7% | 17.9% | 38.1% | 21.2% | 16.9% | 61.8% | 42.7% | 19.1% |
| GROWN FAMILIES | 14-6 | 50.8 | 1.3 | 4.9 | 12.0 | 21.6 | 11.0 | 13.6 | 2.8 | 10.8 | 35.7 | 24.3 | 11.4 |
| | | 4.8% | 4.5% | 2.9% | 4.7% | 5.7% | 4.8% | 4.3% | 1.6% | 7.6% | 4.8% | 4.9% | 4.5% |
| | | 100.0% | 2.6% | 9.6% | 23.7% | 42.5% | 21.6% | 26.7% | 5.4% | 21.3% | 70.2% | 47.9% | 22.4% |
| OLDER COUPLES | 14-7 | 19.0 | .2 | 6.9 | 3.9 | 4.3 | 3.8 | 6.7 | 5.4 | 1.3 | 12.3 | 10.9 | 1.4 |
| | | 1.8% | .7% | 4.0% | 1.5% | 1.1% | 1.6% | 2.1% | 3.1% | .9% | 1.6% | 2.2% | .5% |
| | | 100.0% | 1.1% | 36.2% | 20.3% | 22.6% | 19.9% | 35.5% | 28.6% | 7.0% | 64.5% | 57.3% | 7.2% |
| RETIRED COUPLES | 14-8 | 3.5 | - | - | 1.6 | 1.5 | .5 | 1.5 | * | 1.5 | 2.0 | 1.6 | .4 |
| | | .3% | | | .6% | .4% | .2% | .5% | * | 1.1% | .3% | .3% | .1% |
| | | 100.0% | | | 45.0% | 41.8% | 13.2% | 43.6% | .2% | 43.4% | 56.4% | 45.7% | 10.7% |
| OLDER SINGLE | 14-9 | 4.9 | - | .3 | 1.9 | 2.1 | .6 | 1.4 | * | 1.4 | 3.4 | 3.2 | .2 |
| | | .5% | | .2% | .7% | .5% | .3% | .5% | * | 1.0% | .5% | .6% | .1% |
| | | 100.0% | | 7.0% | 38.3% | 42.5% | 12.2% | 29.8% | .3% | 29.6% | 70.2% | 65.3% | 4.9% |
| MISSING VALUES | 14-R | 42.4 | 2.8 | 8.7 | 11.4 | 11.9 | 7.6 | 13.4 | 9.5 | 3.9 | 27.6 | 18.2 | 9.4 |
| | | 4.0% | 9.6% | 5.1% | 4.4% | 3.1% | 3.3% | 4.2% | 5.4% | 2.8% | 3.7% | 3.7% | 3.7% |
| | | 100.0% | 6.5% | 20.5% | 26.8% | 28.2% | 18.0% | 31.6% | 22.3% | 9.3% | 65.1% | 43.0% | 22.2% |
| BASE: SKI DAYS (000'S) ON LAST TRIP | | 1067.5 | 28.9 | 171.0 | 256.2 | 381.2 | 230.3 | 315.8 | 174.6 | 141.2 | 745.1 | 490.0 | 255.1 |
| | | 100.1% | 99.9% | 100.0% | 100.0% | 99.9% | 100.0% | 100.0% | 100.0% | 100.0% | 100.1% | 99.9% | 100.0% |
| | | 100.0% | 2.7% | 16.0% | 24.0% | 35.7% | 21.6% | 29.6% | 16.4% | 13.2% | 69.8% | 45.9% | 23.9% |

```
LIFESTAGE

              ##################################TRAVEL BEHAVIOUR (LAST TRIP IN ALTA.)##################################
                 +----TRAVEL----++-----------MODE(S)-------------++-----ACCOMMODATION-----++------SATISFACTION-----+
                                INDE-                                     HOTEL/                     #...(TRIP IN GENERAL)..#
                                PEN-                                      MOTEL/  PRIVATE             EXCEL-         FAIR/
                      TOTAL  PACKAGE  DENT     CAR     AIR     BUS   TRAIN  LODGE    HOME   OTHER     LENT    GOOD   POOR

YOUNG BACHELORS  14-1  84.3   15.8    68.6    49.1    37.7    20.1    2.9    48.4    11.2     4.6     42.7    32.3    8.7
                       10.9%  12.1%   10.6%    8.3%   30.1%   15.2%  31.2%   14.4%    9.2%   10.6%    13.5%    8.4%  11.8%
                      100.0%  18.7%   81.3%   58.2%   44.6%   23.9%   3.4%   57.4%   13.3%    5.4%    50.7%   38.3%  10.3%

YOUNG COUPLES/   14-2 172.5   19.0   153.5   145.2    34.9    14.1    2.9    74.9    35.8    13.7     64.1    94.3   14.1
COOPERATIVE UNITS      22.2%  14.5%   23.8%   24.5%   27.8%   10.7%  31.1%   22.3%   29.3%   31.5%    20.3%   24.4%  19.2%
                      100.0%  11.0%   89.0%   84.2%   20.2%    8.2%   1.7%   43.4%   20.7%    7.9%    37.1%   54.7%   8.2%

YOUNG FAMILIES   14-3  99.5   20.5    79.0    76.2     8.0    16.7     .9    55.9    15.4     1.7     42.0    43.8   13.7
                       12.8%  15.7%   12.2%   12.9%    6.4%   12.6%   9.8%   16.7%   12.6%    3.9%    13.3%   11.4%  18.7%
                      100.0%  20.6%   79.4%   76.6%    8.0%   16.7%    .9%   56.2%   15.5%    1.7%    42.2%   44.0%  13.9%

MIDDLE FAMILIES  14-4 192.2   34.8   157.4   141.1    12.6    43.1     .4    55.7    33.0    10.0     80.7    96.9   13.7
                       24.7%  26.6%   24.4%   23.8%   10.1%   32.6%   4.8%   16.6%   27.0%   23.1%    25.6%   25.1%  18.7%
                      100.0%  18.1%   81.9%   73.4%    6.5%   22.4%    .2%   29.0%   17.2%    5.2%    42.0%   50.4%   7.1%

OLDER FAMILIES   14-5 134.1   28.6   105.5   105.9    11.5    23.7    1.4    59.8    10.9     6.4     46.3    73.6   14.2
                       17.3%  21.8%   16.3%   17.9%    9.2%   17.9%  15.4%   17.8%    8.9%   14.8%    14.7%   19.1%  19.4%
                      100.0%  21.3%   78.7%   79.0%    8.6%   17.7%   1.1%   44.6%    8.1%    4.8%    34.5%   54.9%  10.6%

GROWN FAMILIES   14-6  39.4    4.1    35.3    35.2     4.9     3.1     -     19.2     8.4      .4     21.2    15.7    2.5
                        5.1%   3.1%    5.5%    6.0%    3.9%    2.3%           5.7%    6.8%     .9%     6.7%    4.1%   3.3%
                      100.0%  10.3%   89.7%   89.5%   12.5%    7.8%          48.8%   21.2%    1.0%    54.0%   39.8%   6.2%

OLDER COUPLES    14-7  12.3    3.0     9.4    10.1     2.3      .8     .3     5.7      *       .2      3.8     5.6    3.0
                        1.6%   2.3%    1.5%    1.7%    1.9%     .6%   3.4%    1.7%      *      .4%     1.2%    1.5%   4.0%
                      100.0%  23.9%   76.1%   82.0%   18.8%    6.9%   2.6%   46.0%     .2%    1.2%    30.6%   45.5%  23.9%

RETIRED COUPLES  14-8   2.8     .5     2.3     1.3     1.4      .3     -      1.4      .3      .3       .6     1.4     .8
                         .4%    .3%     .4%     .2%    1.1%     .2%           .4%     .2%     .7%      .2%     .4%   1.0%
                      100.0%  16.5%   83.5%   48.1%   51.1%   11.7%          50.8%   10.2%   11.5%    23.3%   49.1%  27.4%

OLDER SINGLE     14-9   4.9     .8     4.0     3.3     2.6     2.0     -      2.0      .7      .9      1.1     3.7     .1
                         .6%    .6%     .6%     .6%    2.1%    1.5%           .6%     .6%    2.0%      .3%    1.0%    .1%
                      100.0%  17.3%   82.7%   68.3%   53.7%   40.2%          40.6%   15.0%   18.0%    22.1%   75.8%   2.1%

MISSING VALUES   14-R  34.7    4.0    30.7    24.1     9.3     6.4     .4    12.3     6.4     5.2     13.1    19.0    2.6
                        4.5%   3.0%    4.8%    4.1%    7.4%    6.3%   4.3%    3.7%    5.3%   12.0%     4.1%    4.9%   3.5%
                      100.0%  11.5%   88.5%   69.4%   26.7%   24.2%   1.2%   35.3%   18.5%   15.0%    37.7%   54.9%   7.4%

BASE: SKI DAYS (000'S) 776.6  130.9   645.8   591.7   125.2   132.2    9.3   335.2   122.1    43.3    315.6   386.2   73.2
      ON LAST TRIP    100.1% 100.0%  100.1%  100.0%  100.0%   99.9% 100.0%   99.9%   99.9%   99.9%    99.9%  100.3%  99.7%
                      100.0%  16.9%   83.1%   76.2%   16.1%   17.0%   1.2%   43.2%   15.7%    5.6%    40.6%   49.7%   9.4%
```

```
JOB NUMBER 907901        CARD NUMBER 16

                              LIFESTAGE
                                 #==================TRAVEL BEHAVIOUR(NON-RESIDENTS)===================#
                                             +-------------PURPOSE----------------++-------EXPERIENCE------+
                                                                              SKI
                                                                 SKI          AND
                                                      SKI        AND       BUSINESS/      FIRST       REPEAT
                                           TOTAL    VACATION     VFR       CONVENTION     VISIT        VISIT

YOUNG BACHELORS               14-1          51.4      33.6        9.3         8.0         25.1         26.3
                                            27.8%     27.3%      25.4%       31.8%        28.2%        27.4%
                                           100.0%     65.4%      18.0%       15.5%        48.8%        51.2%

YOUNG COUPLES/                14-2          49.2      30.7       11.1         9.0         22.9         26.2
COOPERATIVE UNITS                           26.6%     25.0%      30.5%       35.8%        25.8%        27.3%
                                           100.0%     62.5%      22.6%       18.3%        46.5%        53.3%

YOUNG FAMILIES                14-3          13.2       8.6        2.3         2.2          6.2          7.0
                                             7.1%      7.0%       6.3%        8.7%         7.0%         7.3%
                                           100.0%     65.4%      17.5%       16.6%        47.2%        52.8%

MIDDLE FAMILIES               14-4          21.0      14.4        3.2         2.9          9.7         11.3
                                            11.4%     11.7%       8.7%       11.7%        10.9%        11.8%
                                           100.0%     68.5%      15.1%       14.0%        46.0%        54.0%

OLDER FAMILIES                14-5          21.9      17.8        2.8          .8         10.8         11.2
                                            11.9%     14.5%       7.6%        3.1%        12.1%        11.7%
                                           100.0%     81.0%      12.6%        3.5%        49.0%        51.0%

GROWN FAMILIES                14-6           6.9       4.7        1.4          .5          3.6          3.3
                                             3.7%      3.8%       4.0%        2.0%         4.1%         3.4%
                                           100.0%     67.9%      21.0%        7.4%        52.8%        47.2%

OLDER COUPLES                 14-7           2.9       2.7         .2           *          2.4           .5
                                             1.6%      2.2%        .5%          *          2.7%          .5%
                                           100.0%     93.0%       6.6%         .1%        82.0%        18.0%

RETIRED COUPLES               14-8           2.0       1.2         .8           -          1.2           .8
                                             1.1%      1.0%       2.2%                     1.3%          .9%
                                           100.0%     60.6%      39.4%                    58.3%        41.7%

OLDER SINGLE                  14-9           3.6       2.9         .4          .2          1.7          1.8
                                             1.9%      2.4%       1.2%         .8%         2.0%         1.9%
                                           100.0%     81.7%      12.6%        5.8%        49.0%        51.0%

MISSING VALUES                14-R          12.7       6.3        4.9         1.5          5.2          7.5
                                             6.9%      5.1%      13.5%        5.9%         5.9%         7.8%
                                           100.0%     49.6%      38.6%       11.6%        41.1%        58.9%

BASE: SKI DAYS (000'S)                     134.8     122.9       36.4        25.1         88.7         96.0
                                           100.0%    100.0%      99.9%       99.8%       100.0%       100.0%
                                           100.0%     66.5%      19.7%       13.6%        48.0%        51.9%
```

LIFESTAGE

SKIER PROFILE

| | | | SKILL | | | | AGE | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GRAND TOTAL | BEGINNER | INTERMEDIATE | ADVANCED | EXPERT | 12-17 YEARS | 18-24 YEARS | 25-29 YEARS | 30-34 YEARS | 35-39 YEARS | 40-44 YEARS | 45-49 YEARS | 50-54 YEARS | 55+ YEARS |
| YOUNG BACHELORS | 14-1 | 141.9 | 11.5 | 53.2 | 66.0 | 11.1 | - | 25.2 | 46.2 | 35.9 | 19.1 | 14.5 | - | - | - |
| | | 8.0% | 6.5% | 6.4% | 10.8% | 7.4% | | 5.0% | 15.3% | 23.9% | 13.4% | 16.8% | | | |
| | | 100.0% | 8.1% | 37.5% | 46.5% | 7.8% | | 17.9% | 32.5% | 25.3% | 13.5% | 10.2% | | | |
| YOUNG COUPLES/ COOPERATIVE UNITS | 14-2 | 441.9 | 31.3 | 177.6 | 141.0 | 91.4 | - | 188.4 | 193.4 | 33.2 | 21.0 | 5.2 | .8 | - | - |
| | | 25.1% | 17.8% | 21.5% | 23.0% | 60.8% | | 37.2% | 64.0% | 22.0% | 14.7% | 6.0% | 4.0% | | |
| | | 100.0% | 7.1% | 40.2% | 31.9% | 20.7% | | 42.6% | 43.8% | 7.5% | 4.7% | 1.2% | .2% | | |
| YOUNG FAMILIES | 14-3 | 182.5 | 23.0 | 88.9 | 68.8 | 1.8 | 37.2 | 26.1 | 47.8 | 41.8 | 21.1 | 8.5 | - | - | - |
| | | 10.3% | 13.1% | 10.8% | 11.2% | 1.2% | 7.4% | 5.1% | 15.8% | 27.8% | 14.8% | 9.9% | | | |
| | | 100.0% | 12.6% | 48.7% | 37.7% | 1.0% | 20.4% | 14.3% | 26.2% | 22.9% | 11.6% | 4.6% | | | |
| MIDDLE FAMILIES | 14-4 | 501.1 | 55.8 | 298.5 | 144.0 | 2.8 | 274.1 | 52.9 | 6.8 | 33.0 | 79.3 | 54.1 | 1.0 | - | - |
| | | 28.4% | 31.3% | 36.2% | 23.5% | 1.9% | 54.8% | 10.4% | 2.3% | 21.9% | 55.5% | 62.9% | 5.0% | | |
| | | 100.0% | 11.1% | 59.6% | 28.7% | .6% | 54.7% | 10.5% | 1.4% | 6.6% | 15.8% | 10.8% | .2% | | |
| OLDER FAMILIES | 14-5 | 289.4 | 46.3 | 131.9 | 88.8 | 22.5 | 188.0 | 71.7 | .7 | 4.9 | 1.9 | 3.5 | 8.0 | 9.6 | 1.2 |
| | | 16.4% | 26.4% | 16.0% | 14.5% | 14.9% | 37.6% | 14.1% | .2% | 3.2% | 1.3% | 4.1% | 39.6% | 35.6% | 4.5% |
| | | 100.0% | 16.0% | 45.6% | 30.7% | 7.6% | 64.9% | 24.8% | .2% | 1.7% | .7% | 1.2% | 2.8% | 3.3% | .4% |
| GROWN FAMILIES | 14-6 | 99.2 | 2.5 | 30.8 | 50.5 | 15.5 | - | 84.4 | 3.3 | 1.1 | - | - | 3.1 | 6.5 | .7 |
| | | 5.6% | 1.4% | 3.7% | 8.2% | 10.3% | | 16.6% | 1.1% | .7% | | | 15.6% | 24.2% | 2.9% |
| | | 100.0% | 2.5% | 31.0% | 50.9% | 15.6% | | 85.0% | 3.4% | 1.1% | | | 3.2% | 6.6% | .7% |
| OLDER COUPLES | 14-7 | 35.6 | 1.6 | 14.4 | 17.0 | 2.5 | - | 2.3 | 1.3 | - | .1 | - | 2.1 | 6.9 | 22.5 |
| | | 2.0% | .9% | 1.7% | 2.8% | 1.7% | | .4% | .4% | | .1% | | 10.3% | 25.6% | 86.9% |
| | | 100.0% | 4.6% | 40.5% | 47.8% | 7.1% | | 6.4% | 3.6% | | .4% | | 5.8% | 19.5% | 63.3% |
| RETIRED COUPLES | 14-8 | 4.3 | 1.0 | 2.3 | 1.0 | - | - | .6 | - | - | * | .3 | .2 | 2.3 | .8 |
| | | .2% | .6% | .3% | .2% | | | .1% | | | * | .3% | 1.1% | 8.4% | 3.1% |
| | | 100.0% | 24.4% | 53.0% | 22.6% | | | 15.1% | | | 1.0% | 6.7% | 5.2% | 53.1% | 18.9% |
| OLDER SINGLE | 14-9 | 4.9 | .3 | 2.6 | 1.2 | .7 | - | - | - | - | - | - | 2.2 | 1.4 | .4 |
| | | .3% | .2% | .3% | .2% | .5% | | | | | | | 10.8% | 5.1% | 1.5% |
| | | 100.0% | 6.8% | 54.2% | 24.4% | 14.7% | | | | | | | 45.0% | 28.4% | 7.9% |
| MISSING VALUES | 14-R | 62.9 | 2.4 | 24.3 | 34.1 | 2.1 | .5 | 55.5 | 2.5 | .6 | .4 | - | 2.9 | .3 | .3 |
| | | 3.6% | 1.4% | 2.9% | 5.6% | 1.4% | .1% | 10.9% | .8% | .4% | .3% | | 13.7% | 1.1% | 1.2% |
| | | 100.0% | 3.8% | 38.6% | 54.2% | 3.4% | .9% | 88.2% | 4.0% | 1.0% | .6% | | 4.4% | .5% | .5% |
| BASE: SKI DAYS (000'S) | | 1763.7 | 175.6 | 824.4 | 612.3 | 150.5 | 499.8 | 507.0 | 302.0 | 150.4 | 143.0 | 86.0 | 20.2 | 27.1 | 25.9 |
| | | 99.9% | 100.1% | 99.8% | 100.0% | 100.1% | 99.9% | 99.8% | 99.9% | 99.9% | 100.1% | 100.0% | 100.1% | 100.0% | 100.1% |
| | | 100.0% | 10.0% | 46.7% | 34.7% | 8.5% | 28.3% | 28.7% | 17.1% | 8.5% | 8.1% | 4.9% | 1.1% | 1.5% | 1.5% |

```
                          LIFESTAGE

                              #=======================================SKIER PROFILE=======================================#
                                +----------------RESIDENT AGE----------------------+-----SEX-----++--SOCIO-ECONOMIC STATUS---+
                              GRAND   TOTAL   12-17   18-24   25-29   30-34   35-39   40+
                              TOTAL   RES.    YEARS   YEARS   YEARS   YEARS   YEARS   YEARS     MALE  FEMALE   UPPER MIDDLE LOWER STUDENT

YOUNG BACHELORS        14-1   141.9    90.6      -      8.7    27.1    27.1    14.1    13.1   111.8    30.1    42.2    40.9    22.5    13.8
                               8.0%    5.7%             1.9%   10.7%   21.3%   11.1%   10.0%   10.1%    4.6%   14.2%   10.0%   11.2%    2.2%
                             100.0%   63.8%             6.1%   19.1%   19.1%   10.0%    9.2%   78.8%   21.2%   29.7%   28.8%   15.9%    9.7%

YOUNG COUPLES/         14-2   441.9   392.7      -    170.5   172.2    26.9    18.7     4.5   233.6   208.3   101.2   162.1    95.5    23.4
COOPERATIVE UNITS              25.1%   24.9%            38.0%   67.7%   21.1%   14.7%    3.4%   21.1%   31.7%   34.1%   39.4%   47.6%    3.7%
                             100.0%   88.9%            38.6%   39.0%    6.1%    4.2%    1.0%   52.9%   47.1%   22.9%   36.7%   21.6%    5.3%

YOUNG FAMILIES         14-3   182.5   169.3    36.6    25.6    44.6    36.4    18.2     7.9   117.1    65.4    44.8    43.2     9.1    53.1
                              10.3%   10.7%    7.5%    5.7%   17.5%   28.5%   14.3%    6.0%   10.6%   10.0%   15.1%   10.5%    4.6%    8.4%
                             100.0%   92.8%   20.1%   14.0%   24.4%   19.9%   10.0%    4.3%   64.2%   35.8%   24.5%   23.7%    5.0%   29.1%

MIDDLE FAMILIES        14-4   501.1   480.1   271.2    48.8     5.4    31.0    74.4    49.3   300.2   200.9    66.5    55.3    40.9   290.1
                              28.4%   30.4%   55.3%   10.9%    2.1%   24.4%   58.5%   37.9%   27.1%   30.6%   22.4%   13.5%   20.4%   46.2%
                             100.0%   95.8%   54.1%    9.7%    1.1%    6.2%   14.9%    9.8%   59.9%   40.1%   13.3%   11.0%    8.2%   57.9%

OLDER FAMILIES         14-5   289.4   267.5   182.6    64.4      -      4.4     1.8    14.4   181.3   108.2    17.0    29.0    11.2   201.0
                              16.4%   16.9%   37.2%   14.4%            3.4%    1.4%   11.1%   16.4%   16.5%    5.7%    7.1%    5.6%   32.0%
                             100.0%   92.4%   63.1%   22.2%            1.5%     .6%    5.0%   62.6%   37.4%    5.9%   10.0%    3.9%   69.5%

GROWN FAMILIES         14-6    99.2    92.3      -     80.8     2.9     1.1      -      7.5    83.7    15.5    20.3    51.6    14.9      -
                               5.6%    5.8%            18.0%    1.1%     .9%            5.8%    7.6%    2.4%    6.9%   12.6%    7.4%
                             100.0%   93.0%            81.5%    2.9%    1.1%            7.6%   84.4%   15.6%   20.5%   52.0%   15.0%

OLDER COUPLES          14-7    35.6    32.7      -      2.0     1.3      -       -     29.0    30.3     5.2     3.2    21.9     5.2      -
                               2.0%    2.1%             .5%     .5%                   22.3%    2.7%     .8%    1.1%    5.3%    2.6%
                             100.0%   91.9%             5.7%    3.5%                   81.6%   85.2%   14.8%    9.1%   61.7%   14.7%

RETIRED COUPLES        14-8     4.3     2.3      -       -       -       -       -      2.3     1.4     2.8      -       .2      .3      -
                                .2%     .1%                                            1.7%     .1%     .4%             .1%     .1%
                             100.0%   53.1%                                           53.1%   33.8%   66.2%            5.5%    6.6%

OLDER SINGLE           14-9     4.9     1.3      -       -       -       -       -      1.0     3.9      .9     1.2     3.1      *       .3
                                .3%     .1%                                             .7%     .4%     .1%     .4%     .7%      *      .1%
                             100.0%   26.4%                                           19.7%   80.8%   19.2%   25.2%   63.0%     .3%    6.8%

MISSING VALUES         14-R    62.9    50.1      -     47.2      .9      .6      -      1.3    43.8    19.1      .4     3.6     1.0    46.5
                               3.6%    3.2%            10.5%     .4%     .5%            1.0%    4.0%    2.9%     .1%     .9%     .5%    7.4%
                             100.0%   79.7%            75.1%    1.5%    1.0%            2.1%   69.6%   30.4%     .6%    5.7%    1.6%   74.0%

BASE: SKI DAYS (000'S)       1763.7  1578.9   490.4   448.1   254.4   127.4   127.3   130.2  1107.1   656.5   296.9   410.8   200.6   628.3
                              99.9%   99.9%  100.0%   99.9%  100.0%  100.1%  100.0%   99.9%  100.1%  100.0%  100.0%  100.1%  100.0%  100.0%
                             100.0%   89.5%   27.8%   25.4%   14.4%    7.2%    7.2%    7.4%   62.8%   37.2%   16.8%   23.3%   11.4%   35.6%
```

LIFESTAGE

SKIER PROFILE

LIFE STAGE

| | | GRAND TOTAL | YOUNG BACHELORS | YOUNG COUPLES/ COOP. UNITS | YOUNG FAMILIES | MIDDLE FAMILIES | OLDER FAMILIES | GROWN FAMILIES | OLDER COUPLES | RETIRED COUPLES | OLDER SINGLE |
|---|---|---|---|---|---|---|---|---|---|---|---|
| YOUNG BACHELORS | 14-1 | 141.9<br>8.0%<br>100.0% | 141.9<br>100.0%<br>100.0% | - | - | - | - | - | - | - | - |
| YOUNG COUPLES/ COOPERATIVE UNITS | 14-2 | 441.9<br>25.1%<br>100.0% | - | 441.9<br>100.0%<br>100.0% | - | - | - | - | - | - | - |
| YOUNG FAMILIES | 14-3 | 182.5<br>10.3%<br>100.0% | - | - | 182.5<br>100.0%<br>100.0% | - | - | - | - | - | - |
| MIDDLE FAMILIES | 14-4 | 501.1<br>28.4%<br>100.0% | - | - | - | 501.1<br>100.0%<br>100.0% | - | - | - | - | - |
| OLDER FAMILIES | 14-5 | 289.4<br>16.4%<br>100.0% | - | - | - | - | 289.4<br>100.0%<br>100.0% | - | - | - | - |
| GROWN FAMILIES | 14-6 | 99.2<br>5.6%<br>100.0% | - | - | - | - | - | 99.2<br>100.0%<br>100.0% | - | - | - |
| OLDER COUPLES | 14-7 | 35.6<br>2.0%<br>100.0% | - | - | - | - | - | - | 35.6<br>100.0%<br>100.0% | - | - |
| RETIRED COUPLES | 14-8 | 4.3<br>.2%<br>100.0% | - | - | - | - | - | - | - | 4.3<br>100.0%<br>100.0% | - |
| OLDER SINGLE | 14-9 | 4.9<br>.3%<br>100.0% | - | - | - | - | - | - | - | - | 4.9<br>100.0%<br>100.0% |
| MISSING VALUES | 14-R | 62.9<br>3.6%<br>100.0% | - | - | - | - | - | - | - | - | - |
| BASE: SKI DAYS (000'S) | | 1763.7<br>99.9%<br>100.0% | 141.9<br>100.0%<br>8.0% | 441.9<br>100.0%<br>25.1% | 182.5<br>100.0%<br>10.3% | 501.1<br>100.0%<br>28.4% | 289.4<br>100.0%<br>16.4% | 99.2<br>100.0%<br>5.6% | 35.6<br>100.0%<br>2.0% | 4.3<br>100.0%<br>.2% | 4.9<br>100.0%<br>.3% |

# APPENDIX I:  DEFINITIONS

## DEFINITIONS

Mainly for the purpose of analysis, a number of definitions and keys have been used and are described as a reference in the following sections.

### Destinations

Keys to the banners are:

RMS - Rocky Mountain Skiing, comprising
  Fortress Mountain
  Skiing Louise
  Marmot Basin
  Mount Norquay
  Sunshine Village

Banff-Lake Louise - Skiing Louise
  Mount Norquay
  Sunshine Village

Flatland - Alberta excluding RMS

B.C. - Total including East Kootenay

East Kootenay - Fernie
  Panorama
  Fairmont
  Kimberly

U.S. - Montana and all other American states

## Origins of Albertan residents

Reflecting the sampling procedure by area (see Exhibit 7A), banners for the origin analysis are:

| | |
|---|---|
| Calgary and region | - Calgary and region equivalent to Travel Alberta "local market".<br>- Comprises sub-sample of Calgary metropolitan area. |
| Edmonton and OMC | - Edmonton and other major centres per "secondary market" definition.<br>- Comprises sub-sample of Edmonton metro and greater Edmonton (Edmonton and region).<br>- Comprises sub-sample of Jasper, Hinton, Edson, Lethbridge, Red Deer. |
| Regional market | - Per Travel Alberta definitions. |
| Hinterland | - Per Travel Alberta definitions. |

### Socio-economic status

Four respondent groups were created. In light of their number in this type of sample, students were treated as a separate group. The balance were derived from everyone who gave a usable response to the household income, level of education achieved and personal occupation questions. Each was weighted as follows:

| Household income | Weight |
|---|---|
| Under $25,000 | 1 |
| $25,000 to $40,000 | 2 |
| Over $40,000 | 3 |
| **Level of education** | |
| Completed high school or less | 1 |
| Some college, university or other post high school training | 2 |
| Completed college or university or post graduate training | 3 |
| **Respondent occupation** | |
| Skilled or unskilled labourer and pensioner | 1 |
| Sales, clerical, armed forces | 2 |
| Professional, manager, farmer | 3 |

The sum of the score for each respondent produced the banner:

| | Upper | Middle | Lower | Student |
|---|---|---|---|---|
| Scored | 8 or 9 | 5, 6, or 7 | 3 or 4 | - |

Life stage

Similarly, the following combination of data was used to define downhill skier households:

- Age of chief wage earner
- Household size
- Presence of children under 18 years of age
- Presence of children under 6 years of age

From this information, nine cells of life stage were created:

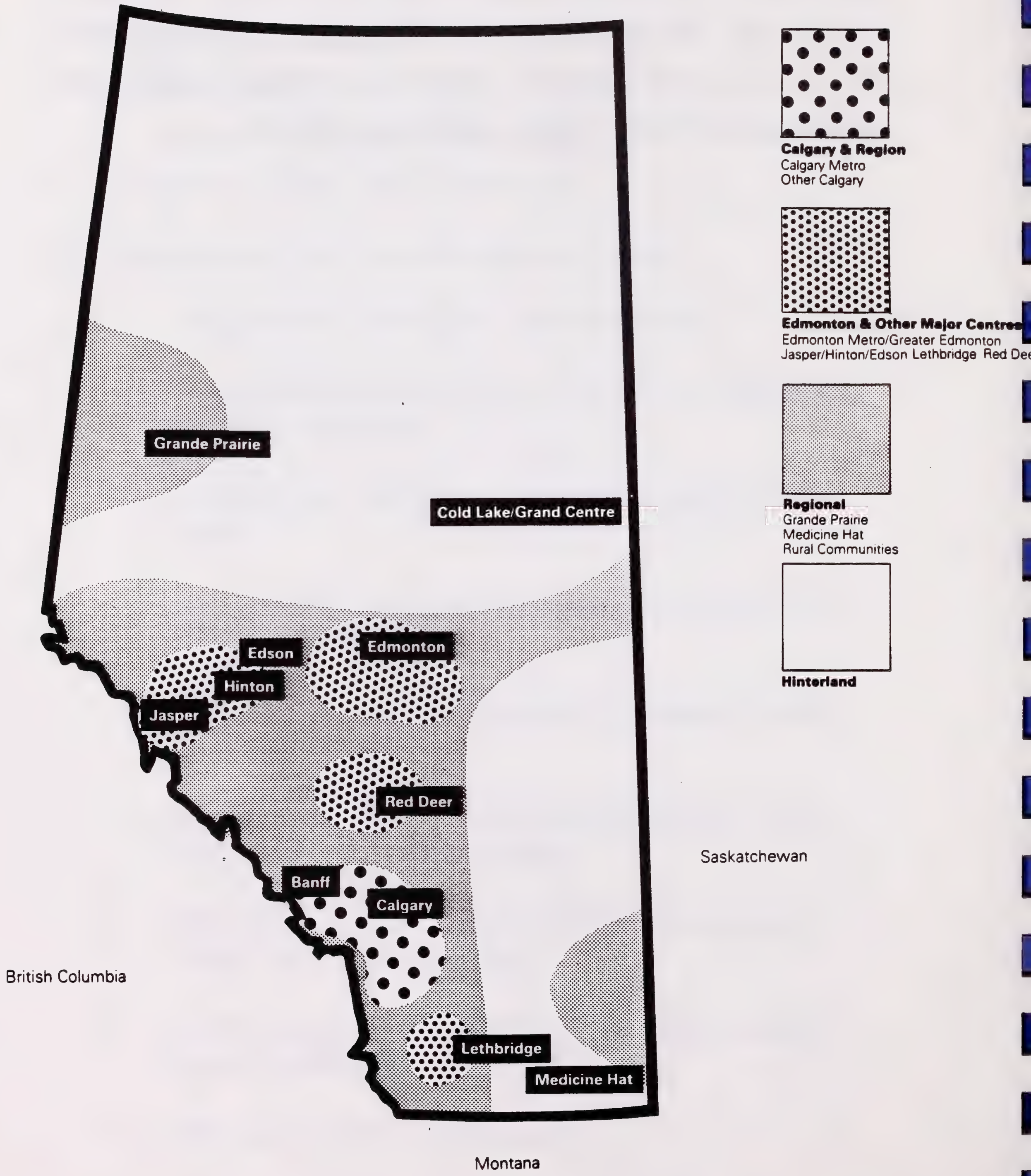
1. Young bachelors: under age 45, 1 person households
2. Young couples/cooperative units: under age 45, 2+ persons in household, none under 18
3. Young families: under age 45, 2+ persons in household, children under 6
4. Middle families: under age 45, 2+ persons in household, with older children (7 to 17) only
5. Older families: age 45+, 2+ persons in household, including children (any age)
6. Grown families: age 45+, 3+ persons in household, no children and a head of the household employed
7. Older couples: age 45+, 2 persons in household, no children and a head of the household employed
8. Retired couples: age 45+, 2 persons in household, no children and no employed head of the household
9. Older single: age 45+, 1 person household

## Period skied

This banner of analysis is based on last trip and reflects the type of skier rather than day(s) skied. Created from Travel Alberta's instructions, "day skiing" is self-explanatory. "Overnight skiing-midweek", however, is defined as Monday to Friday only or 2+ week days and 1+ weekend days. Overnight skiing-weekends equals Saturday and Sunday only or 1+ weekend and 1 week day.

# Market Areas in Alberta

EXHIBIT 7A


Calgary & Region
Calgary Metro
Other Calgary
Edmonton & Other Major Centres
Edmonton Metro/Greater Edmonton
Jasper/Hinton/Edson Lethbridge Red Dee
Regional
Grande Prairie
Medicine Hat
Rural Communities
Hinterland
Grande Prairie
Cold Lake/Grand Centre
Edson
Edmonton
Hinton
Jasper
Red Deer
Banff
Calgary
Lethbridge
Medicine Hat
British Columbia
Saskatchewan
Montana

## U.S. REGIONS

1. Pacific Northwest
   - Washington
   - Oregon

2. California

3. N. W. States
   - Montana
   - Idaho
   - Wyoming

4. S. W. States
   - Nevada
   - Utah
   - Colorado
   - Arizona
   - New Mexico

5. W. N. Central
   - North Dakota
   - South Dakota
   - Nebraska
   - Kansas
   - Minnesota
   - Iowa
   - Missouri

6. W. S. Central
   - Oklahoma
   - Texas
   - Arkansas
   - Louisiana

7. East Central
   - Wisconsin
   - Illinois
   - Indiana
   - Ohio
   - Kentucky
   - Tennessee
   - Mississippi
   - Alabama
   - Michigan

8. North Eastern Seaboard
   - Maine
   - New Hampshire
   - Vermont
   - Massachusetts
   - Connecticut
   - Rhode Island
   - New York
   - New Jersey
   - Pennsylvania

9. South Eastern Seaboard
   - Maryland
   - Delaware
   - Washington, D.C.
   - Virginia
   - West Virginia
   - North Carolina
   - South Carolina
   - Georgia
   - Florida

10. Non-Contiguous U.S.
    - Alaska
    - Hawaii

# APPENDIX II: RESIDENT QUESTIONNAIRE

RE-INTRODUCE YOURSELF IF NECESSARY

2a) Before we begin, in which of the following age groups are you? (READ LIST - CIRCLE ONE ONLY)

-27

Under twelve years ------------------------ 1 → TERMINATE AND RECORD
Twelve to seventeen years ----------------- 2
Eighteen to twenty-four years ------------- 3
Twenty-five to twenty-nine years ---------- 4
Thirty to thirty-four years --------------- 5
Thirty-five to thirty-nine years ---------- 6
Forty to forty-four years ----------------- 7
Forty-five to forty-nine years ------------ 8
Fifty to fifty-four years ----------------- 9
Fifty-five and over ----------------------- 0

IF RESPONDENT IS NOT PERSON YOU TALKED TO FIRST, ASK QU.2b. OTHERWISE SKIP TO QU.2c

2b) Have you, yourself, done any downhill skiing since the beginning of this season, or not?

Yes ----- 1-28
No ------ 2 → TERMINATE AND RECORD

2c) Since the beginning of this season, how much money, if any, have you, yourself, spent on ski clothing in Alberta?

WRITE IN AMOUNT HERE → $ ☐,☐☐☐
29 30 31 32

2d) Also since the beginning of this season, how much money, if any, have you, yourself, spent on ski equipment in Alberta?

WRITE IN AMOUNT HERE → $ ☐,☐☐☐
33 34 35 36

3a1] Since March 17th but before April 30th, did you do any downhill skiing, or not?

Yes ----- 7 → SKIP TO YELLOW QUESTIONNAIRE
No ------ 8

3a2] Since February 7th but before March 17th, did you do any downhill skiing, or not?

Yes ----- 5 → SKIP TO BLUE QUESTIONNAIRE
No ------ 6

3a3] Since the Christmas-New Year holiday, but before Feb. 6th, did you do any downhill skiing, or not?

Yes ----- 3 → SKIP TO PINK QUESTIONNAIRE
No ------ 4

3a4] During the Christmas-New Year holiday period, did you do any downhill skiing, or not?

Yes ------ 1-37
No ------- 2 → SKIP TO QU.6a

3b) On how many different days since March 17th up to the end of April did you do any downhill skiing?

WRITE IN NUMBER HERE → ☐☐ DAY(S) 38 39

3c) Thinking just of (that/those) (NUMBER MENTIONED IN QU.3b) day(s), at which ski area(s) did you do any downhill skiing? (DO NOT READ - CIRCLE AS MANY AS MENTIONED)

| ALBERTA | QU.3c Areas skied | QU.3d Number of days skied | QU.3e Weekday | QU.3e Weekend |
|---|---|---|---|---|
| Canyon Ski Area | 1 - 40 | ☐☐ 5 6 | ☐☐ 5 6 | ☐☐ 5 6 |
| Cypress | 2 | ☐☐ 7 8 | ☐☐ 7 8 | ☐☐ 7 8 |
| Drayton Valley | 3 | ☐☐ 9 10 | ☐☐ 9 10 | ☐☐ 9 10 |
| Edmonton Ski Club | 4 | ☐☐ 11 12 | ☐☐ 11 12 | ☐☐ 11 12 |
| Fairview | 5 | ☐☐ 13 14 | ☐☐ 13 14 | ☐☐ 13 14 |
| Fortress Mountain | 6 | ☐☐ 15 16 | ☐☐ 15 16 | ☐☐ 15 16 |
| Grande Prairie | 7 | ☐☐ 17 18 | ☐☐ 17 18 | ☐☐ 17 18 |
| Kinosoo Ridge | 8 | ☐☐ 19 20 | ☐☐ 19 20 | ☐☐ 19 20 |
| Lake Eden Resort | 9 | ☐☐ 21 22 | ☐☐ 21 22 | ☐☐ 21 22 |
| Lake Louise | 0 | ☐☐ 23 24 | ☐☐ 23 24 | ☐☐ 23 24 |
| Long Lake | X | ☐☐ 25 26 | ☐☐ 25 26 | ☐☐ 25 26 |
| Marmot Basin | Y | ☐☐ 27 28 | ☐☐ 27 28 | ☐☐ 27 28 |
| Mt. Norquay | 1 - 41 | ☐☐ 29 30 | ☐☐ 29 30 | ☐☐ 29 30 |
| Paskapoo | 2 | ☐☐ 31 32 | ☐☐ 31 32 | ☐☐ 31 32 |
| Rabbit Hill | 3 | ☐☐ 33 34 | ☐☐ 33 34 | ☐☐ 33 34 |
| Silver Summit | 4 | ☐☐ 35 36 | ☐☐ 35 36 | ☐☐ 35 36 |
| Sunshine Village | 5 | ☐☐ 37 38 | ☐☐ 37 38 | ☐☐ 37 38 |
| Swan Ridge | 6 | ☐☐ 39 40 | ☐☐ 39 40 | ☐☐ 39 40 |
| Swiss Valley | 7 | ☐☐ 41 42 | ☐☐ 41 42 | ☐☐ 41 42 |
| Tawatinaw Valley | 8 | ☐☐ 43 44 | ☐☐ 43 44 | ☐☐ 43 44 |
| Westcastle | 9 | ☐☐ 45 46 | ☐☐ 45 46 | ☐☐ 45 46 |
| Other Alberta (SPECIFY) ________ | | ☐☐ 47 48 | ☐☐ 47 48 | ☐☐ 47 48 |
| ________ | | ☐☐ 49 50 | ☐☐ 49 50 | ☐☐ 49 50 |
| ________ | | ☐☐ 51 52 | ☐☐ 51 52 | ☐☐ 51 52 |
| ________ | | ☐☐ 53 54 | ☐☐ 53 54 | ☐☐ 53 54 |
| ________ | | ☐☐ 55 56 | ☐☐ 55 56 | ☐☐ 55 56 |
| B.C. (SPECIFY) ________ | | ☐☐ 57 58 | ☐☐ 57 58 | ☐☐ 57 58 |
| ________ | | ☐☐ 59 60 | ☐☐ 59 60 | ☐☐ 59 60 |
| U.S. (SPECIFY) ________ | | ☐☐ 61 62 | ☐☐ 61 62 | ☐☐ 61 62 |
| ________ | | ☐☐ 63 64 | ☐☐ 63 64 | ☐☐ 63 64 |
| Other (SPECIFY) ________ | | ☐☐ 65 66 | ☐☐ 65 66 | ☐☐ 65 66 |
| ________ | | ☐☐ 67 68 | ☐☐ 67 68 | ☐☐ 67 68 |

42-
43-
44-

IF ONLY "ONE" DAY IN QU.3b, SKIP TO QU.3j.

IF MORE THAN ONE AREA MENTIONED IN QU.3c, ASK QU.3d FOR EACH AREA. OTHERWISE SKIP TO QU.3e.

3d) On how many of those (NUMBER IN QU.3b) did you ski at (SKI AREA)? (RECORD NUMBER)

FOR EACH AREA MENTIONED IN QU.3c, ASK:

3e) When you were skiing at (SKI AREA), how many of these days, if any, were on a weekday from Monday to Friday and how many were on a weekend? (WRITE IN NUMBER)

79- 80-　79- 80-　79- 80-　79- 80-

c D

3f) Were these ski days during this period ... (READ LIST - CIRCLE ONE ONLY)

all one trip away from home --------- 1 -6 → SKIP TO QU.3i
Or more than one trip from home -------- 2

IF ONE TRIP IN QU.3f AND MORE THAN ONE AREA IN QU.3c, SKIP TO QU.3L.

IF MORE THAN ONE TRIP IN QU.3f AND ONLY ONE AREA IN QU.3c, SKIP TO QU.3i.

3g) Of these occasions, I'd like you to think about the last trip you made between March 17th and the end of April. It may have been just for a couple of hours or for a few days, but I need to know about the last outing. To which ski area did you go?

WRITE IN NAME → ______________________________ 6 7 8 9 10

IF NECESSARY ASK QU.3h. OTHERWISE INTERVIEWER COMPLETE.

3h) In which province or state is that ski area located? (DO NOT READ LIST - CIRCLE ONE)

Alberta ---------- 1 -11
B.C. ------------- 2
California ------- 3
Colorado --------- 4
Idaho ------------ 5
Montana ---------- 6
Other (SPECIFY) ______________

3i) Thinking just of that/the last trip during that period, how many days did you ski there?

WRITE IN NUMBER → ☐☐ (12 13) → IF MORE THAN 01 SKIP TO QU.3L

3j) Was this on a ... (READ LIST - CIRCLE ONE)

weekday from Monday to Friday- 1 -14
Or a weekend? ------------------- 2

3k) What was the date of that outing?

WRITE IN → ______ DAY 15 16 ______ MONTH 17 18 → SKIP TO QU.4a

3L) What date did you leave home and what date did you return home?

WRITE IN →
DATE LEFT HOME ______ DAY 19 20 ______ MONTH 21 22
DATE RETURNED ______ DAY 23 24 ______ MONTH 25 26

3m) On that occasion, did you stay ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives ------ 1 -27
at a hotel, motel or lodge --------------- 2
at a guest house or hostel --------------- 3
at your own cottage or condominium ------- 4
at a campsite ---------------------------- 5
Or just where did you stay (SPECIFY) ______________

c0

4a) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER HERE → ☐☐ 28 29

4b) Which of the following did you use on that trip? (READ LIST - CIRCLE AS MANY AS MENTIONED)

| | |
|---|---|
| Air | 1 -30 |
| Private car | 2 |
| Rental car | 3 |
| Train | 4 |
| Scheduled bus | 5 |
| Chartered bus | 6 |
| Taxi | 7 |

Or Just what (SPECIFY) ____________________

____________________

4c) Were you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

| | |
|---|---|
| Yes | 1 -31 |
| No | 2 → SKIP TO QU.5 |

4d) What is the name of that tour package?

WRITE IN → ____________________ 32- 33- 34-

4e) In total, how much did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → $☐☐,☐☐☐
35 36 37 38 39

4f) Not including those things covered in your tour package, how much did you (and the other household members travelling with you) spend in total (while you were outside Alberta), including any credit card purchases, on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

| | | | |
|---|---|---|---|
| Meals and refreshments? | $ | ☐☐☐ | 40<br>41<br>42 |
| Accommodation or lodging? | $ | ☐☐☐ | 43<br>44<br>45 |
| Car expenses, including gas, oil, and any maintenance or repair? | $ | ☐☐☐ | 46<br>47<br>48 |
| Any other transportation while in the area? | $ | ☐☐☐ | 49<br>50<br>51 |
| Ski equipment and clothing? | $ | ☐☐☐ | 52<br>53<br>54 |
| Lift tickets? | $ | ☐☐☐ | 55<br>56<br>57 |
| Ski equipment rental? | $ | ☐☐☐ | 58<br>59<br>60 |
| Ski school lessons? | $ | ☐☐☐ | 61<br>62<br>63 |
| Recreation and entertainment including apres ski? | $ | ☐☐☐ | 64<br>65<br>66 |
| Any other expenses? | $ | ☐☐☐ | 67<br>68<br>69 → SKIP TO QU.6 |

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c o.

5. Including any credit card purchases, how much did you (and other household members travelling with you) spend, in total (while you were outside Alberta), on ... (READ EACH ITEM SEPARATELY AND RECORD AMOUNT)

| | | | |
|---|---|---|---|
| Meals and refreshments? | $ | ☐☐☐☐ | 5<br>8 |
| Accommodation or lodging? | $ | ☐☐☐☐ | 9<br>12 |
| Car expenses, including gas, oil, and any maintenance or repair? | $ | ☐☐☐☐ | 13<br>16 |
| Any other transportation while in the area? | $ | ☐☐☐☐ | 17<br>20 |
| Ski equipment and clothing? | $ | ☐☐☐ | 21<br>23 |
| Lift tickets? | $ | ☐☐☐ | 24<br>26 |
| Ski equipment rental? | $ | ☐☐☐ | 27<br>29 |
| Ski school lessons? | $ | ☐☐☐ | 30<br>32 |
| Recreation and entertainment including apres ski? | $ | ☐☐☐ | 33<br>35 |
| Any other expenses? | $ | ☐☐☐ | 36<br>38 → SKIP TO QU.6 |

cD

**ASK EVERYONE**

6. **What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h)** on this trip you've been telling me about? ... What else? ... Anything else?

-42
-43
-44

REFER TO QU.3b/QU.3i - IF 01 IN ANY, SKIP TO QU.8

7. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

| | Excellent | Good | Fair | Poor | |
|---|---|---|---|---|---|
| Trip, in general? | 1 | 2 | 3 | 4 | -45 |
| Total cost of this trip? | 1 | 2 | 3 | 4 | -46 |
| Ease of accessibility from home? | 1 | 2 | 3 | 4 | -47 |
| Ease of access to ski slopes? | 1 | 2 | 3 | 4 | -48 |
| Overnight accommodation? | 1 | 2 | 3 | 4 | -49 |
| Quality of food? | 1 | 2 | 3 | 4 | -50 |
| Quality of service at the ski resort? | 1 | 2 | 3 | 4 | -51 |
| Après ski? | 1 | 2 | 3 | 4 | -52 |
| Ski town itself? | 1 | 2 | 3 | 4 | -53 |
| Scenery? | 1 | 2 | 3 | 4 | -54 |
| Fun, excitement and enjoyment? | 1 | 2 | 3 | 4 | -55 |
| Snow conditions? | 1 | 2 | 3 | 4 | -56 |
| Quality of ski run grooming? | 1 | 2 | 3 | 4 | -57 |
| Variety of ski runs for you? | 1 | 2 | 3 | 4 | -58 |
| Number of skiers on the hill today? | 1 | 2 | 3 | 4 | -59 |
| Day lodge capacity? | 1 | 2 | 3 | 4 | -60 |
| Lift line ups? | 1 | 2 | 3 | 4 | -61 |
| Weather conditions? | 1 | 2 | 3 | 4 | -62 |

SKIP TO INSTRUCTION BEFORE QU.9a

**ASK "ONE" DAY SKIERS ONLY**

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

| | Excellent | Good | Fair | Poor | |
|---|---|---|---|---|---|
| Trip, in general? | 1 | 2 | 3 | 4 | -63 |
| Total cost of this trip? | 1 | 2 | 3 | 4 | -64 |
| Ease of accessibility from home? | 1 | 2 | 3 | 4 | -65 |
| Quality of food? | 1 | 2 | 3 | 4 | -66 |
| Quality of service at the ski resort? | 1 | 2 | 3 | 4 | -67 |
| Scenery? | 1 | 2 | 3 | 4 | -68 |
| Fun, excitement and enjoyment? | 1 | 2 | 3 | 4 | -69 |
| Snow conditions? | 1 | 2 | 3 | 4 | -70 |
| Quality of ski run grooming? | 1 | 2 | 3 | 4 | -71 |
| Variety of ski runs for you? | 1 | 2 | 3 | 4 | -72 |
| Number of skiers on the hill? | 1 | 2 | 3 | 4 | -73 |
| Day lodge capacity? | 1 | 2 | 3 | 4 | -74 |
| Lift line ups? | 1 | 2 | 3 | 4 | -75 |
| Weather conditions? | 1 | 2 | 3 | 4 | -76 |

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CD

REFER TO QU.3c IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

**9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?**

**Yes** ----- 1 -5

**No** ------ 2 → SKIP TO QU.10

IF **"LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b**, OTHERWISE SKIP TO QU.10.

**9b) At which ski area outside Alberta were you most recently?** 6- 7- 8- 9- 10-

WRITE IN NAME → ____________________

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER → ☐☐ 11- 12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER → ☐☐ 13 14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15

No ------ 2 → SKIP TO QU.9i

9f) What is the name of that tour package? 16- 17- 18-

WRITE IN → ____________________

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → $☐☐☐☐☐
19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE → $☐☐☐☐ → SKIP TO QU.9j
24 25 26 27

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE → $☐☐☐☐
28 29 30 31

c.o

**9j) By the way, what date did you leave home to go on this ski trip and what date did you return?**

**DATE LEFT** ______ 32 33 DAY ______ 34 35 MONTH

**DATE RETURNED** ______ 36 37 DAY ______ 38 39 MONTH

ASK EVERYONE

**10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?**

40-
41-

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ---------- 1 -42
intermediate ------ 2
advanced ---------- 3
Or expert ------------ 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

________________________________________ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 -44
Some or completed high school ----- 2
Some college or university -------- 3
Completed college or university --- 4
Post graduate --------------------- 5
Other post high school training --- 6

Other (SPECIFY) ________________________________________

________________________________________

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single --------- 1 -45
married -------- 2
widowed -------- 3
separated ------ 4
Or divorced? ------ 5

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CD

.E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 -46
Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old --------- 1 -47
Six to eleven years --------- 2
Twelve to seventeen years --- 3
Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under $25,000 ------------ 1 -48
$25,000 to $40,000 ------- 2
Or Over $40,000 ------------- 3

H. Sex (INTERVIEWER RECORD)

Male ------ 1 -49
Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME
ADDRESS
POSTAL CODE
CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-
80-

CD 13

ASK EVERYONE

7a) What were some of the reasons for your going to (SKI AREA MENTIONED IN QU.3c/3h OR QU.6b/6g) on this trip you've been telling me about? ... What else? ... Anything else?

-42
-43
-44

REFER TO QU.3b/QU.3i OR QU.6a/QU.6h - IF 0 1 IN ANY, SKIP TO QU.8

7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

| | Excellent | Good | Fair | Poor | |
|---|---|---|---|---|---|
| Trip, in general? | 1 | 2 | 3 | 4 | -45 |
| Total cost of this trip? | 1 | 2 | 3 | 4 | -46 |
| Ease of accessibility from home? | 1 | 2 | 3 | 4 | -47 |
| Ease of access to ski slopes? | 1 | 2 | 3 | 4 | -48 |
| Overnight accommodation? | 1 | 2 | 3 | 4 | -49 |
| Quality of food? | 1 | 2 | 3 | 4 | -50 |
| Quality of service at the ski resort? | 1 | 2 | 3 | 4 | -51 |
| Après ski? | 1 | 2 | 3 | 4 | -52 |
| Ski town itself? | 1 | 2 | 3 | 4 | -53 |
| Scenery? | 1 | 2 | 3 | 4 | -54 |
| Fun, excitement and enjoyment? | 1 | 2 | 3 | 4 | -55 |
| Snow conditions? | 1 | 2 | 3 | 4 | -56 |
| Quality of ski run grooming? | 1 | 2 | 3 | 4 | -57 |
| Variety of ski runs for you? | 1 | 2 | 3 | 4 | -58 |
| Number of skiers on the hill today? | 1 | 2 | 3 | 4 | -59 |
| Day lodge capacity? | 1 | 2 | 3 | 4 | -60 |
| Lift line ups? | 1 | 2 | 3 | 4 | -61 |
| Weather conditions? | 1 | 2 | 3 | 4 | -62 |

SKIP TO INSTRUCTION BEFORE QU.9a

ASK "ONE" DAY SKIERS ONLY

8. Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

| | Excellent | Good | Fair | Poor | |
|---|---|---|---|---|---|
| Trip, in general? | 1 | 2 | 3 | 4 | -63 |
| Total cost of this trip? | 1 | 2 | 3 | 4 | -64 |
| Ease of accessibility from home? | 1 | 2 | 3 | 4 | -65 |
| Quality of food? | 1 | 2 | 3 | 4 | -66 |
| Quality of service at the ski resort? | 1 | 2 | 3 | 4 | -67 |
| Scenery? | 1 | 2 | 3 | 4 | -68 |
| Fun, excitement and enjoyment? | 1 | 2 | 3 | 4 | -69 |
| Snow conditions? | 1 | 2 | 3 | 4 | -70 |
| Quality of ski run grooming? | 1 | 2 | 3 | 4 | -71 |
| Variety of ski runs for you? | 1 | 2 | 3 | 4 | -72 |
| Number of skiers on the hill? | 1 | 2 | 3 | 4 | -73 |
| Day lodge capacity? | 1 | 2 | 3 | 4 | -74 |
| Lift line ups? | 1 | 2 | 3 | 4 | -75 |
| Weather conditions? | 1 | 2 | 3 | 4 | -76 |

77-1
80-3

CD 14

REFER TO QU.3c OR QU.6b IF ONLY ALBERTA SKI AREAS MENTIONED, ASK QU.9a - ALL OTHERS SKIP TO INSTRUCTIONS BEFORE QU.9b

9a) Since the beginning of the nineteen eighty-three - eighty-four season, have you done any skiing downhill outside of Alberta, or not?

Yes ----- 1 -5
No ------ 2 → SKIP TO QU.10

IF "LAST TRIP" WAS AT AN ALBERTA SKI AREA, ASK QU.9b, OTHERWISE SKIP TO QU.10.

9b) At which ski area outside Alberta were you most recently?

WRITE IN NAME → ______________________ 6- 7- 8- 9- 10-

9c) Thinking of just that trip, on how many days were you skiing at (SKI AREA)?

WRITE IN NUMBER → ☐☐ 11- 12-

9d) How many other people from your own household, if any, were skiing with you on that trip?

WRITE IN NUMBER → ☐☐ 13 14

9e) Was it a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -15
No ------ 2 → SKIP TO QU.9i

9f) What is the name of that tour package?

WRITE IN → ______________________ 16- 17- 18-

9g) In total, how much in Canadian dollars did the tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → $☐☐☐☐☐
19 20 21 22 23

9h) Not including those things covered in your tour package, how much money in Canadian dollars did you (and the other household members travelling with you) spend in total, including any credit card purchases while you were outside Alberta?

WRITE IN AMOUNT HERE → $☐☐☐☐ → SKIP TO QU.9j
24 25 26 27

9i) How much, in total, in Canadian dollars did you (and the other household members travelling with you) spend outside Alberta while you were on that trip? Please include any credit card purchases?

WRITE IN AMOUNT HERE → $☐☐☐☐
28 29 30 31

CD 14

9j) By the way, what date did you leave home to go on this ski trip and what date did you return?

DATE LEFT ______ 32 33 ______ 34 35
DAY MONTH

DATE RETURNED ______ 36 37 ______ 38 39
DAY MONTH

ASK EVERYONE

10. Finally, in what way, if any, does "snow-making" affect your choice of a ski area?

40-
41-

BASIC DATA

Now I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ---------- 1 -42
intermediate ------ 2
advanced ---------- 3
Or expert ------------ 4

B. What is your occupation; that is what type of work do you do? Please describe fully.

______________________________ 43 -

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 -44
Some or completed high school ----- 2
Some college or university -------- 3
Completed college or university --- 4
Post graduate --------------------- 5
Other post high school training --- 6

Other (SPECIFY) ______________________________

______________________________

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single --------- 1 -45
married -------- 2
widowed -------- 3
separated ------ 4
Or divorced? ------ 5

CD 14

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger --- 1 -46
Or forty-five years or older ----- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old --------- 1 -47
Six to eleven years --------- 2
Twelve to seventeen years --- 3
Eighteen years or older ----- 4

G. Finally, in which of the following groups was the total household income in 1983, before taxes? (READ LIST - CIRCLE ONE ONLY)

Under $25,000 ------------ 1 -48
$25,000 to $40,000 ------- 2
Or Over $40,000 ------------- 3

H. Sex (INTERVIEWER RECORD)

Male ------ 1 -49
Female ---- 2

ASK AND RECORD ON TOP PAGE:

NAME
ADDRESS
POSTAL CODE
CHECK TELEPHONE #

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

#9079

79-1
80-4

# APPENDIX III: NON-RESIDENT QUESTIONNAIRE

NON-RESIDENT SKIER SURVEY #9079

MARKET FACTS OF CANADA LIMITED
1240 Bay St., Toronto M5R 3L9

MR. ☐
MRS. ☐
MS. ☐
MISS ☐ ________________ ________________ PHONE #: ☐☐☐ ☐☐☐☐ ☐☐☐☐ 5-7
FIRST NAME SURNAME AREA CODE

ADDRESS: ________________ DATE: ________________

CENTRE: ________________

PROVINCE/STATE: ________________

SITE:
LAKE LOUISE ---------- 1 -8
MARMOT ---------------- 2
MT. NORQUAY ----------- 3
SUNSHINE -------------- 4

COUNTRY:
CANADA ----------- 1 -9
U.S. ------------- 2
JAPAN ------------ 3
OTHER (SPECIFY) ________________

LOCATION OF INTERVIEW:
MAZE ------------------ 1 -12
CABLE CAR ------------- 2
LOWER AREA ------------ 3
UPPER AREA ------------ 4
RESTAURANT ------------ 5
TICKET AREA ----------- 6
HOTEL ----------------- 7
OTHER (SPECIFY) ________________

TIME STARTED: ________________ ☐a.m. ☐p.m. -10

TIME FINISHED: ________________ ☐a.m. ☐p.m. -11

QUOTAS:
WEEKDAY ---------- 1 -13
WEEKEND ---------- 2

HOLIDAY ---------- 1 -14
EARLY WINTER ----- 2
LATE WINTER ------ 3
SPRING ----------- 4

________________
NAME OF SUPERVISOR

> "I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that answers recorded are as given to me by this respondent.
>
> I also realize that a proportion of my work will be checked back with the respondent for verification."
>
> ________________
> (Interviewer's Signature)

INTRODUCTION

Good________. I am________. We are conducting a survey on behalf of Travel Alberta and would like to include you in it. (IF INTERVIEWING HAS BEEN CONDUCTED IN AREA EARLIER IN WEEK OR WEEK BEFORE, ASK:) Have you been interviewed while you've been skiing in the (Banff-Lake Louise/Jasper) area or not?

Yes ----- 1 → THANK, TERMINATE AND RECORD
No ------ 2 → CONTINUE

1a) Before we begin, I'd just like to confirm a couple of things. Do you ... (READ LIST - CIRCLE ONE ONLY)

live in Alberta at the present time ----- 1 → TERMINATE AND RECORD
Or live outside the province --------------- 2

1b) In which of these age groups are you? (SHOW LIST) Just tell me the letter.

-15
X Under 12 -- 1 → TERMINATE AND RECORD
R 12 - 17 --- 2 → TERMINATE AND RECORD
N 18 - 24 --- 3
W 25 - 29 --- 4
F 30 - 34 --- 5
H 35 - 39 ---- 6
Q 40 - 44 ---- 7
G 45 - 49 ---- 8
A 50 - 54 ---- 9
L 55+ -------- 0

2a) Is this trip your first visit to an Alberta ski area, or not?

Yes ----- 1 No ------ 2 -16

2b) Is the MAIN purpose of this visit ... (READ LIST - CIRCLE ONE)

to take a ski vacation? -------------------------- 1 -17
Or is the skiing combined with visiting friends
or relatives? ---------------------------------- 2
with a convention? ------------------------------ 3
with other business? ---------------------------- 4
Or with something else? ---------------------------- 5

3a) Altogether, how many days are you planning to spend in the (Banff-Lake Louise/ Jasper) area?

WRITE IN NUMBER → ☐☐ 18 19

3b) How many of these days, if any, are ... (READ LIST - RECORD NUMBER)

on a weekday from Monday to Friday ----- ☐☐ 20 21

AND how many are on a weekend -------------- ☐☐ 22 23

3c) On this trip, are you staying ... (READ LIST - CIRCLE ONE)

at the home of friends or relatives -- 1 -24 Or just where are you staying (SPECIFY)
at a hotel, motel or lodge ----------- 2
at a guest house or hostel ----------- 3 ______________________________
at your own cottage or condominium --- 4
at a campsite ------------------------ 5

3d) How many other people from your own household, if any, are skiing with you on this trip?

WRITE IN NUMBER HERE → ☐☐ 25 26

3e) In coming to Alberta which of the following did you use? (READ LIST - CIRCLE AS MANY AS MENTIONED)

Air ------------------ 1 -27 Or Just what (SPECIFY)
Private car ---------- 2
Rental car ----------- 3 ______________________________
Train ---------------- 4
Scheduled bus -------- 5 ______________________________
Chartered bus -------- 6
Taxi ----------------- 7

4a) Are you on a tour package, that is, one that included at least two items such as transportation, accommodation, and lift tickets, or not?

Yes ----- 1 -28
No ------ 2 → SKIP TO QU.5a

4b) What is the name of that tour package? WRITE IN → ______________________________

4c) In total, how much did this tour package cost you (and other household members travelling with you)?

WRITE AMOUNT IN HERE → $☐☐☐☐☐
29 30 31 32 33

4d) Is that amount ... (READ LIST - CIRCLE ONE)

in Canadian dollars? ------- 1 -34 Or which currency (SPECIFY)
in U.S. dollars? ----------- 2

______________________________

4e) Apart from that amount, how much money do you (and your household members travelling with you) expect to spend on this trip, in total? Please include any accommodation and food costs, lift tickets, equipment rentals, ski school, apres ski, transportation to and from the hill, souvenirs and gifts, and any credit card purchases.

WRITE IN AMOUNT HERE → $☐☐☐☐ → SKIP TO QU.6a
35 36 37 38

5a) What expenses did you incur in Alberta on transportation to get to where you are staying here?

WRITE IN AMOUNT HERE → $☐☐☐☐
39 40 41 42

5b) And apart from that amount, how much money do you (and your household members travelling with you) expect to spend on this trip, in total? Please include accommodation and food costs, lift tickets, equipment rentals, ski school, apres ski, transportation to and from the hill, souvenirs and gifts, and any credit card purchases.

WRITE IN AMOUNT HERE → $☐☐☐☐
43 44 45 46

6a) On this trip, what other ski areas, if any, have you skied? ... Any others? (WRITE IN NAME(S))

| QU.6a<br>Area skied | QU.6b<br>Number of days skied | QU.6c<br>Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. | Sun. | |
|---|---|---|---|---|---|---|---|---|---|
| ________ -47 | ☐☐ 48 49 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | -50 |
| ________ | ☐☐ 51 52 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | -53 |
| ________ | ☐☐ 54 55 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | -56 |
| ________ | ☐☐ 57 58 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | -59 |

No others skied --- ☐0 → SKIP TO QU.7a

FOR EACH AREA MENTIONED IN QU.6a ASK:

6b) In total, on how many days did you ski at (AREA)? (RECORD NUMBER)

6c) On which day/days of the week did you ski at (AREA)? (CIRCLE AS MANY AS MENTIONED)

7a) What were some of the reasons for your coming to ski in the (Banff-Lake Louise/Jasper) area? ... What else? ... Anything else?

60-
61-

7b) Using a scale of "excellent", "good", "fair", or "poor", please tell me how you would rate the ... (READ EACH STATEMENT - CIRCLE ONE ONLY)

| | Excellent | Good | Fair | Poor | |
|---|---|---|---|---|---|
| Trip, in general? ---------------------- | 1 | 2 | 3 | 4 | -62 |
| Total cost of this trip? ---------------- | 1 | 2 | 3 | 4 | -63 |
| Ease of accessibility from home? --------- | 1 | 2 | 3 | 4 | -64 |
| Ease of access to ski slopes? ----------- | 1 | 2 | 3 | 4 | -65 |
| Overnight accommodation? --------------- | 1 | 2 | 3 | 4 | -66 |
| Quality of food? ------------------------ | 1 | 2 | 3 | 4 | -67 |
| Quality of service at the ski resort? ---- | 1 | 2 | 3 | 4 | -68 |
| Apres ski? ------------------------------ | 1 | 2 | 3 | 4 | -69 |
| Ski town itself? ------------------------ | 1 | 2 | 3 | 4 | -70 |
| Scenery? -------------------------------- | 1 | 2 | 3 | 4 | -71 |
| Fun, excitement and enjoyment? ---------- | 1 | 2 | 3 | 4 | -72 |
| Snow conditions? ------------------------ | 1 | 2 | 3 | 4 | -73 |
| Quality of ski run grooming? ------------ | 1 | 2 | 3 | 4 | -74 |
| Variety of ski runs for you? ------------ | 1 | 2 | 3 | 4 | -75 |
| Number of skiers on the hill today? ------ | 1 | 2 | 3 | 4 | -76 |
| Day lodge capacity? --------------------- | 1 | 2 | 3 | 4 | -77 |
| Lift line ups? -------------------------- | 1 | 2 | 3 | 4 | -78 |
| Weather conditions? --------------------- | 1 | | | | |

79-0
80-1

7c) In what way, if any, does "snow-making" affect your choice of a ski area?

5-

6-

BASIC DATA

Finally I have some questions that will help us to group our interviews.

A. How would you classify yourself as a downhill skier? Are you a ... (READ LIST - CIRCLE ONE)

beginner ------------ 1 -7
intermediate ------- 2
advanced ------------ 3
Or expert --------------- 4

B. What is your occupation; that is what type of work do you do? (PLEASE DESCRIBE FULLY)

______________________________ 8

C. What was the last grade of schooling you, yourself, completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

Some or completed grade school ---- 1 -7
Some or completed high school ----- 2
Some college or university -------- 3
Completed college or university --- 4
Post graduate --------------------- 5
Other post high school training- 6
Other (SPECIFY)
______________________________

D. Are you at present ...? (READ LIST - CIRCLE ONE)

single ------------- 1 -10
married ------------ 2
widowed ------------ 3
separated ----------- 4
Or divorced? ----------- 5

E. Is the chief wage earner in your household aged ... (READ LIST - CIRCLE ONE)

forty-four years or younger -- 1 -11
Or forty-five years or older ---- 2

F. Including yourself and any babies, in which age group is the youngest member of your household? (READ LIST - CIRCLE ONE)

Under six years old ---------- 1 -12
Six to eleven years ---------- 2
Twelve to seventeen years ---- 3
Eighteen years or older ------ 4

G. Also including yourself and any babies, how many people in total are living in your household at the present time?

WRITE IN NUMBER HERE → ☐☐
13 14

H. Finally, in which of the following groups was the total household income in 1983, before taxes? (SHOW LIST) Just tell me the letter. (CIRCLE ONE)

L Under $25,000 --------- 1 -15
R $25,000 - $40,000 ----- 2
Or N Over $40,000 ----------- 3

I. Sex (INTERVIEWER RECORD)

Male -------- 1 -16
Female ----- 2

ASK AND RECORD ON TOP PAGE:

NAME
ADDRESS
COUNTRY OF RESIDENCE
TELEPHONE NUMBER

ALSO RECORD:

SITE
LOCATION OF INTERVIEW
TIME STARTED AND FINISHED 79-0
QUOTAS 80-2
SIGN THE QUESTIONNAIRE

#9079

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!